



Contacts

September 1950

Dress Regulations--Fall, 1950

Commencing Monday, September 11, 1950, Dress Regulations for employees in the Sales Departments, and where employees come in contact with our customers, will be as follows:

WOMEN—Dresses and suits; long sleeves, solid black, navy, dark grey. A pin-stripe in suiting will also be permitted in the above colours.

White blouses (long sleeves) with navy, black or dark grey skirts may be worn.

Hose must be worn.

Shoes—business-like in appearance, black, navy, tan. Sandals, ballet-type, play shoes and such, are not permissible.

Hair should be simple and tidy at all times.

MEN—Business suits, conservative in material and colour. Suit coats are to be worn at all times.

OFFICE STAFFS—Must dress conservatively in colour, design and style.

The clothes you choose to wear for work are to be, at all times, business-like in appearance, for both men and women.

Members of the staff not specifically covered by these regulations must wear clothing in keeping with the work they are doing.

Supplementary help will also conform to Dress Regulations.

Any variations from these regulations must be approved by the Superintendent's Office.

It is Important That All Staff Be Made Familiar with These Regulations

STORE HOURS

*Here's Hoping the Weatherman Is Kind and That You Enjoy
to the Full Summer's Last Holiday*

September 2—Saturday.....9 a.m. to 12:30 p.m.

September 4—Monday.....Labour Day—All premises closed for the day

September 6—Wednesday.....9 a.m. to 12:30 p.m.

September 9—Saturday.....9 a.m. to 5 p.m.

FALL AND WINTER HOURS ARE AS FOLLOWS:

Monday to Saturday (excepting Wednesday).....9 a.m. to 5 p.m.

Wednesday: 9 a.m. to 12:30 p.m.

The week prior to Christmas (December 18 to 23) Store Hours will be
9 a.m. to 5 p.m., Monday to Saturday, inclusive.



In these days of unrest throughout the world, it seems fitting that we count our many blessings and reaffirm our faith in our country and its ideals. The following has been adapted by Contacts from a message that was issued in 1945 by the National War Finance Committee.—Ed.

"I Believe in Canada"

"... I believe in it because it is my country, my home. I believe it to be my privilege and my duty to do my part in keeping Canada a place where a man can live in safety, in peace, and in satisfaction to the end of his days.

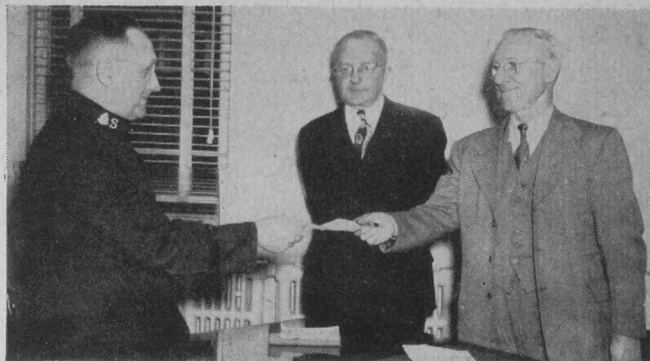
"I believe in Canada's vast natural resources—her boundless storehouse of mines and lakes and forests—her infinite sources of natural water power and transportation—her fields of golden grain stretching into the sunsets. I believe in these because of the part they will enable Canada to play in feeding, building and restoring a war-tired world.

"I believe in the people of Canada, and in the work of their hands and their brains. Out of many peoples has come one people—Canadians. I believe that as we work together, strong in the love of this, our country, we shall see a greater Canada than has yet been.

"This is my country. In peace or in war, I believe I have a responsibility to Canada. So by God's help I will preserve, with all that I am and have, for the tomorrows of that greater Canada in which I and those who come after me may share."

Eatonians Help Salvation Army

Mr. W. McClure, president of the Eaton Employees' Charitable Fund, presenting cheque for \$2,500 to Major A. H. Smith, Public Relations Officer, Salvation Army. Mr. McBryde, Staff and Welfare, in background.



Recent Appointments

Winnipeg

Department W232—Boys' Clothing, Suits, Overcoats, Pants, Windbreakers, Parkas;

Department W528—Boys' Furnishings, Hats and Caps, Scout Equipment, Underwear, Shirts, Sweaters, Bathrobes, Pyjamas, Bathing Suits and Neckwear;

Department W32—Boys' Clothing, Suits, Overcoats, Pants, Slacks, Breeches, Overalls, Windbreakers and Parkas:

MR. J. E. DOLAN, supervisor.

Department W29—Men's Clothing, Suits, Overcoats, Pants, Slacks and Breeches, Overalls, Windbreakers, Parkas and Sportswear:

MR. J. McCAY, head of department.

Department W61—Sporting Goods, Parkas, Sport-shirts, Bicycles, Luggage, Camping Equipment and Auto Accessories;

Department W63—Tires and Tubes:

MR. R. HUTTON, head of department;

MR. S. McCALLUM, assistant.

Department W215 — Jewellery, Watches, Clocks, Holloware, Flatware, Thermos Bottles, Leather Goods, Handbags;

Department W615—Jewellery and Watch Repair Sales;

Department W15 — Jewellery, Watches, Clocks, Holloware, Flatware, Thermos Bottles, Metal Smoking Stands, Binoculars, Field Glasses, Telescopes, Barometers, Barber Supplies, Electric Razors and Pottery Gift Novelties;

Department W17—Leather Goods and Handbags,

Department W1766—Jewellery and Watch Repairs:

MR. A. CRANSTON, supervisor.

Department W252—China and Glassware, Bric-a-Brac and Decorative Flowers;

Department W52—China and Glassware, Bric-a-Brac and Decorative Flowers:

MR. V. DANCER, supervisor.

Department W271—Beds, Springs and Mattresses, Couches, Davenport, Studio Lounges and Children's Steel Cribs:

MR. W. G. THOMSON, supervisor. (This is in addition to his present duties in Department W270.)

MR. C. M. LIVINGSTONE, head of department.

Department W270—Furniture and Sewing Machines:

MR. B. DUGDALE, assistant.

Edmonton

MR. R. K. CARLSON, assistant. In charge of all Carpenters and Painters.

Department E201—Gloves, Hosiery, Umbrellas, Blousettes, Handkerchiefs, Ribbons, Neckwear, Bolts:

MISS A. WEST, assistant (Section 3).

Department E215—Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods, Notions, Fancy Goods and Wools:

MR. J. A. MORGAN, assistant.

Department E228—Men's and Boys' Furnishings, Hats, Caps and Furs:

MR. F. P. ADAM, assistant (Section 528).

Department E209—Women's Lingerie, Foundation Garments, House Dresses, Aprons, House Coats and Dressing Gowns:

MR. R. H. BINKLEY, head of department.

MR. C. W. GROFF, assistant.

Department E210—Infants', Children's and Teen-Age Wear:

MR. J. N. MORRISON, head of department.

Your E. E. C. F. Reports—

In April the Girl Guides' Association made an appeal for funds all over Winnipeg. At the last meeting of the Employees' Charitable Fund Committee it was therefore decided to form a special committee of three to meet officers of the Girl Guides' Association to get a better idea of the work carried on by that organization.

The committee was so impressed with their visit that when they reported to the Finance Committee, it was decided to donate the sum of \$500 from the Eaton Employees' Charitable Fund to help the Girl Guides in their work.



Reading clockwise—W. G. Case, Calgary; J. E. Cross, Brandon; J. McLaughlin, Lethbridge; Moray Sinclair, chairman; Peter Myers, secretary; C. E. Moffet, Edmonton; M. R. Sheppard, Moose Jaw; H. N. Balloid, Saskatoon.

FIRST WESTERN AD. CONFERENCE

From August 16 to 21, Winnipeg played host to the first advertising conference of the Company in the western division—a conference that was called to discuss smoother operational methods, interchange of ideas, and plans for the future.

Representing the western stores were: Mr. W. G. Case, Calgary; Mr. C. E. Moffet, Edmonton; Mr. M. R. Sheppard, Moose Jaw; Mr. J. McLaughlin, Lethbridge; Mr. H. N. Balloid, Saskatoon, and Mr. J. E. Cross, Brandon.

Mr. Moray Sinclair, supervisor of the City Advertising, presided, with Peter Myers acting as secretary. The first meeting was held Wednesday morning, August 16, in the Managers' Lounge, ninth floor. From then until the last meeting was brought to a close, a well-planned, jam-packed schedule confronted the delegates. Many decisions and recommendations were made and recorded.

A Packed Agenda

A few of the highlights consisted of informal discussions with Mr. A. R. Tucker and Mr. D. S. McKellar, of the Merchandise Office; Miss W. Blocher, Fashion Co-ordinator; Mr. W. Curry, Mail Order Distribution; Mr. H. Carson, Display Department; Mr. W. E. C. Hurlburt, editor of Contacts; and Mr. T. M. Miller, Public Relations, each of whom was bombarded with questions. They returned the barrage with information that will undoubtedly prove of the utmost importance to the advertising managers in bettering co-ordination between departments of their respective stores.

Educational Tours

Some very educational and interesting sight-seeing tours were part of the agenda. Brigdens Engraving Plant played host to the group, escorting them on an informative display tour through their art and photographic studios. From there the group toured the Eaton Printing Plant under the supervision of Mr. J. Hughes. The delegates were much impressed with the many phases used in the production of our Mail Order catalogue. Saturday morning the delegates split into two groups. One group, under the able wing of Mr. Herman Carson, toured the Display Department, while the other group visited the Eaton Research Bureau under the guidance of Mr. J. Whiteside. From their remarks, we gathered that the delegates thoroughly enjoyed the instructive tours. The delegates expressed their sincere gratitude for the hospitality they had received in Winnipeg, and were more than looking forward to a return visit next year.

Although it was only a beginning, a great deal was accomplished by this first advertising conference. It will undoubtedly prove invaluable to the Company.

RECENT APPOINTMENTS

Edmonton

(Continued from Page Two)

Department E253—Hardware, Housewares, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage and Auto Accessories, Farm Implements:
MR. B. BUCHAM, assistant.

Department E277 — Washers, Ironers, Vacuums, Polishers, Electric Lamps, Fixtures and Appliances:
MR. A. LAMBERT, assistant.

Department E215—Jewellery, Holloware, Flatware, Watches, Clocks, Handbags, Leather Goods:
MR. R. GILMOUR, head of department;
MR. J. A. MORGAN, assistant.

Department E222 — Notions, Fancy Goods and Wools:
MR. J. BAIRD, head of department.

Department E229—Men's and Boys' Clothing and Made-to-Measure:
MR. C. O'CALLAGHAN, assistant (Section 32).
(Continued on Page Twenty-Four)

HAVE YOU A SUGGESTION?

It Pays
To Have
IDEAS!

If you have any ideas that you think will improve the efficiency of your own individual job or your department, why not jot them down and drop them in the suggestion box?

Think about your job! It pays! Recent winners are shown below, and the amounts of their awards.

Back row: C. Lane (Pneumatic Tubes), \$5.00; A. E. Johnston (Investigation), \$10.00; George Bennett (Furniture Delivery), \$15.00.

Front row: B. R. Clark (Men's Furnishings), \$25.00; Mattie Halldorson (Freight Routing), \$25.00; E. McFadyen (Draperies), \$5.00.



"LETTERS OF CREDIT"

The following letter of credit was received in regard to that "extra touch" given this time by Edward Smith, of the Basement Transfer.

The Reverend Mr. Swanson made a number of purchases in the Store which he wished specially to take back on the train with him, as they were gifts for his family.

When the five o'clock gong rang it was discovered that a piece of china was still on the conveyor belt. Edward Smith went to investigate and found that it was stuck on the belt near the ceiling. It was 6:15 p.m. before he was finally able to retrieve the parcel. He and his wife, Kay (Second Floor Shopping Card), then took the parcel down to the C.N.R. Station, had Mr. Swanson paged (courtesy C.N. Public Address System) and when the minister appeared, handed him the parcel. Needless to say, Mr. Swanson was most appreciative and wrote the letter of thanks quoted below:

"2940-46th Ave. South,
Minneapolis, Minn., Aug. 9, 1950.

"The T. Eaton Co. Limited,
Winnipeg, Man, Canada.

"Dear Sirs: This is just a little letter of appreciation to one of your many workers (am sorry I did not get his name) who befriended me yesterday afternoon when I had ordered a number of articles from your store, and at the close of business the belt had kept some from coming down to the service counter in time.

"Instead of leaving without this article, he not

only got it off the belt but brought it down to the station and gave it to me so that I could take it with me. Like so many employees who leave as the bell rings, he could have done the same. I feel he is worthy of added recognition on the score of this fine deed of goodwill. His wife, whom I understand works in your Shopping Card Department, was with him.

"It is employees like the ones mentioned above that endear their concern to the customer. May you be privileged to have many more of them.

"Respectfully yours,

"Rev. O. R. Swanson."

* * *

Bouquet To Mrs. A. Radcliffe, Telephone Order Board

A customer, Mrs. Verhoef, was much impressed with Eaton service recently. She telephoned to see if she could get a certain type of foot ointment. The Store didn't carry it. Mrs. Radcliffe (of the Order Board) went out of her way to take time and trouble to find if this product was still on the market and where it could be obtained. After much phoning around, she called the customer back to tell her that the ointment was no longer being manufactured, thus saving Mrs. Verhoef a fruitless quest through the city drug stores.

Mrs. Verhoef was so impressed by Mrs. Radcliffe's courtesy that she telephoned Contacts' office to bring this to our attention. It is this sort of service, the little extra over and above the particular request, that makes friends for the Store.



Let's Talk About Paper

The ancient art of paper-making was first known to the Chinese and Japanese who kept it secret for many centuries. However, the Arabs and Moors, while raiding those countries, discovered the secret of its manufacture and about 795 A.D. paper mills were established in Bagdad, which for 500 years were maintained as a state monopoly. About the 12th century, paper-making was introduced into Spain. From there it spread to Italy and the rest of western Europe. It was first established in England in 1685.

The early papers were made of cotton and linen rags and the best papers still are, though many other things are used, chiefly vegetable fibres, for the cheaper grades.

Our present-day papers are, of course, machine made. Our modern wrapping paper comes to us in large rolls of which the various weights are calculated very accurately so the amount of yardage in each piece can be determined by the weight of the roll.

The weights on practically all papers are based on a specific size.

How Weight Is Determined

Bond paper, as used for letterheads, is based on size 17x22 inches. The term 16-lb. bond means that a ream of 500 sheets, size 17x22, would weigh 16 pounds. The usual size letter-head is 8½x11 inches which cuts four out of the above size. Therefore, 1,000 letterheads, size 8½x11, basis 16 pounds, would weigh eight pounds; or 1,000 on basis of 20 pounds, would weigh 10 pounds.

Wrapping and bag papers are based on size 24x36 inches. When basis 25 is referred to, it means 500 sheets of that weight, size 24x36 inches, would weigh 25 pounds.

The following are the approximate lengths of wrapping paper in a standard size roll:

Basis 25.....	691 yards per roll	Basis 40.....	432 yards per roll
Basis 30.....	576 yards per roll	Basis 50.....	345 yards per roll
Basis 35.....	493 yards per roll	Basis 60.....	288 yards per roll

You note there is much more yardage in the lighter weights and that considerable savings can be made if these can be used in place of heavier weights.

If you consider all or part of the paper in your department might be replaced by a lighter weight, it would be appreciated if you would contact the Supply or Parcel Department Offices. Either will be pleased to discuss the matter with you.

FROM FAR-AWAY SCOTLAND

—comes this letter: "We will be passing through Winnipeg, August 15 or 16, and would like to make an appointment for my daughter to have her eyes tested by Mr. Smith, as he has tested our eyes for years now.—Mrs. W. Spark, Alexandria, Dumbartonshire, Scotland."

A nice compliment for our Optical Department and Mr. Smith.

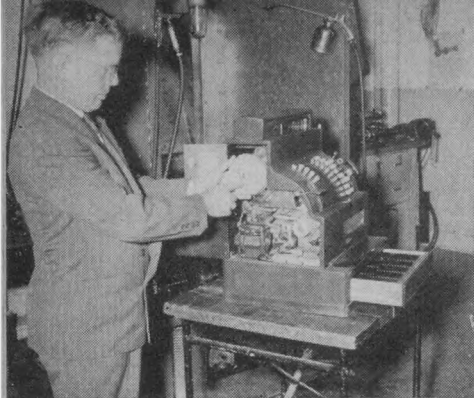
VIOLET E. CHAMBERS

Western Buying
Office

—who was recently awarded a prize by the Suggestion Committee.

It pays to put on your thinking cap!





What's Your Job?

A VISIT TO THE CASH REGISTER "CLINIC"

In their Cash Register "Clinic," under the roof on the ninth floor, we found Charlie Lane and his staff of four assistants—Evans Whalley, Eggert Eggertson, Bill Summers and Doug Snell. These mechanical "surgeons" are responsible for the maintenance and repair of all the cash registers used by the Company from Winnipeg to the west coast, and the job is no sinecure. Their interest in the machines drove us to a little research, so this is what we found:

From the earliest recorded days people have bartered. First they exchanged goods. Then they developed the "token" system, then a regular coinage system. As the stores grew and the improved transportation facilities brought in goods from all over the world to our door, the need for handling business faster and faster grew with the times. One of the biggest problems facing the tradesman was making change. How could this be done quickly so that the salesperson could be freed to attend to another customer and make another sale?

"Cash! Cash!"

The first idea was to have "cash boys" or girls who, at the brisk call of "Cash!" ran to the salesperson and then on to the cashier with the money and back again with the change. This method was followed by the wooden ball and track; then the wire carrier; then the basket carrier which took both merchandise and money to the cashier to be checked. Next came the cable system with a rope around a pulley. This was quite an improvement, as it would go around corners and upstairs and was electrically operated. But it was still not fast enough. The next development was the pneumatic tube, which is in use in many departments of Eaton's today.

That Mechanical Wizard—The Cash Register

Finally came the cash register, evolved from the needs of the department stores for printed slips which could not be tampered with, the separation of items in a department to keep track of stock, and speed, still more speed!

These machines, of course, required operators and repair men to keep them in order. The Company has at present nearly 300 of these valuable cash registers distributed throughout the Store.

16,000 Parts!

The types used range from the simple 1c to \$1 variety to the most modern complex model. This latter type, of which there are 26 in the Foodateria, has about 16,000 parts and shows different figures against the various departments—meats, groceries, fruit and vegetables, etc.—on the checks. It identifies the operator with the A, B, C method. A special audit strip is enclosed which remains intact, while the customers' checks are torn off in the usual manner.



Description of Pictures

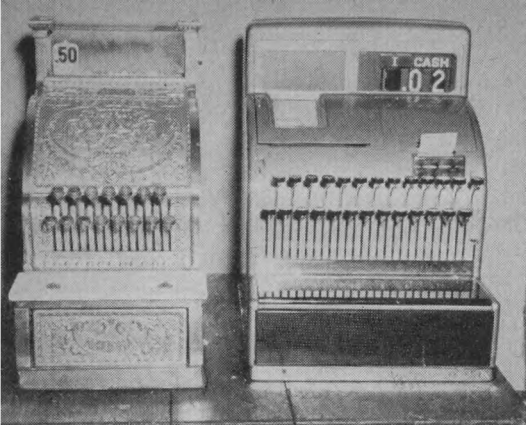
Upper Left—Charlie Lane of Cash Register Repairs.

Centre Left—"Cash" girl of yesteryear.

Lower Left—Peggy Murphy shows correct method of operating register.

Six





Don't Let It Fool You!

The usual difficulties the operator is likely to run into are: first, the roll is put on with the printed side in instead of out, so that it runs back against itself; and, second, the operator is busy and does not notice the red ink showing on

the paper strip. When the red shows, the roll ought to be changed immediately or it will run to white again for a foot or so and fool the operator before it finally plugs the machine with paper.

Apart from these two fairly common occurrences, minor breakdowns come in such an infinite variety, due to the number of parts which can be involved, that the repair men may work for two years before the same type of mishap will recur. The cashiers say the machines are wonderfully free from breakdowns, even the most venerable looking model works like a charm.

Each machine that comes in for repair automatically receives a bath. That is, it is put in a metal cage which is closed on three sides, and sprayed with a gun of compressed air at 70 pounds pressure to remove the accumulated grease and dust. Finally it is sprayed with a gun of fine oil which penetrates every cranny of the machine.

Call the Chief Operator!

With these intricate repairs to handle and the calls for help on the auto-phone—by the way, Mr. Lane says if the operators get into difficulties, he would far rather they called immediately than tried to manage by themselves—it is easy to see why Charlie Lane and his four assistants need a very intensive course in repair work themselves.

The average length of life of the machines used by the Winnipeg Company is about ten years.

Cashiers Must Be Trained

A visit to the Educational Office gave us some idea of the training of cashiers to handle these wonder machines. The first thing a cashier does is to look over her machine to see how it varies from the last model she used. Is it going to add the totals for her, or will she have to ring up the totals separately? Has she enough change in her drawer to enable her to function? Is it arranged properly? All this has to be done before the Store opens and she is ready for business. She is taught, when recording a purchase, to read the flash after ringing up the sale. In this way she can catch an error as soon as she makes it. Then she is taught to mention the amount of the sale from the bill she is given, thus: "\$1.38 from \$5.00." First repeating the amount of the sale, she counts the change from the drawer, starting with the amount of the sale, thus: \$1.38 then \$1.39 (taking a copper), \$1.40 (taking a copper), and so on. In this way, by mentioning the dollar each time, she avoids the dollar error, so common a fault of the new operator.

The Company employs special cashiers who operate machines in the busy sections, and the salesgirls bring them the cash. In less busy departments, the salespeople operate the machines themselves.

So next time you see a cashier casually punch a key and hand you a printed slip with the correct total of your purchases on it, consider the ingenuity of the people who thought up this mechanical marvel, think of its speed and accuracy; of the army of craftsmen employed in its manufacture and maintenance, and, finally, the training of the cashier necessary to enable her to hand you that little slip.



Description of Pictures

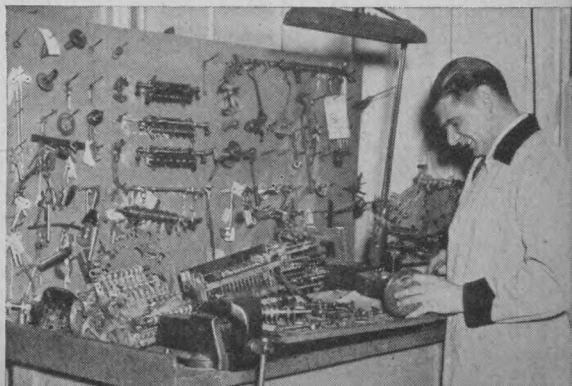
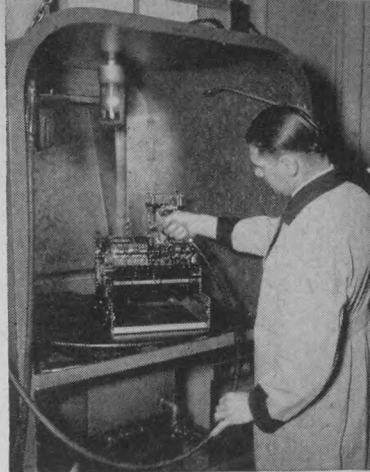
Upper Left—First model used in Winnipeg Store and one of the later models.

Upper Right—Evans Whalley giving register a bath.

Centre Right—Old style cash carrier.

Lower Right—16,000 parts!

Seven





STORM SCENES

At midnight on August 6, a storm of near-hurricane violence struck Winnipeg with winds up to 68 miles per hour. Coming in the wake of Manitoba's historic flood, Winnipeggers are now asking themselves, "What next?"

Picture No. 1 shows section of the Eaton wagon shed before the storm struck.

No. 2—Stable foreman Jack Blake points to flattened wagon shed.

Nos. 3 and 4 show the wreckage, with part of the shed blown to the roof of a neighbouring building.

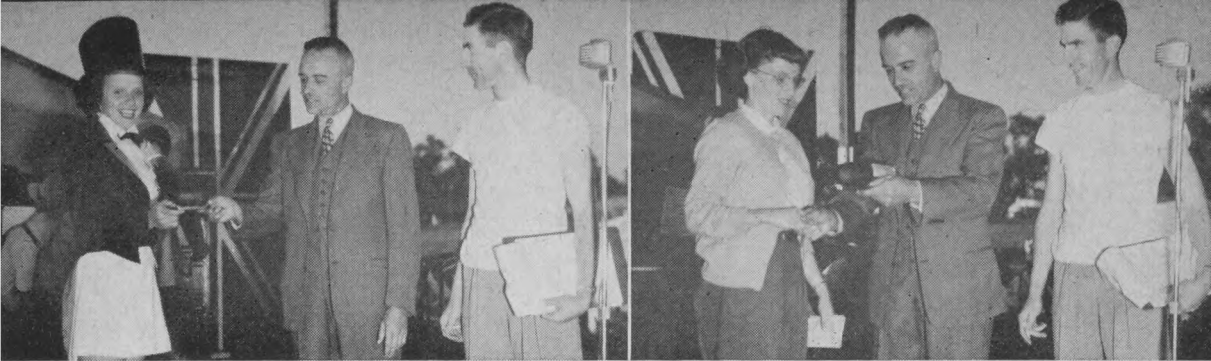
No. 5—An example of the havoc to power lines.

No. 6—Thousands of trees were blown down. Standing by the ripped-off branch of a lofty elm in front of his home is Ed. Dixon, former Eaton fire inspector (retired).

No. 7—A Manitoba maple uprooted by the gale.

No. 8—Telegraph poles snapped off like match sticks; one struck a passing street car.

Besides scooping up the wagon shed, the storm broke 17 upper windows in the Store and ripped off part of the coping. It also broke the plate glass windows in the Customers' Parking Station waiting room; a big plate glass window in M.O. Building No. 2, while no less than 37 metal-framed windows (those big 16 by 12-inch wired glass ones) in the Mail Order were bulged in by the gale.



Individual awards were also the order of the day, with The T. Eaton Company donating watches for the aggregate winners of the A and B judging projects. Maxine Rogers, Ashville club member, is seen (top left picture) receiving the watch she won in the A contest, from Howard Heath, local Eaton Store manager. Dave Hill, Dauphin agricultural representative and m.c. of the presentation program, is looking on.

First place in the B project competition went to Loretta Berkis (top right picture) of Fork River, who is also a member of the Fork River tappers. Miss Berkis was also presented with a watch by Mr. Heath.

Eaton Horses Delight Dauphin Fair Goers

By "A.J."—Contacts' Dauphin Correspondent

Recognized agricultural authorities agree that fairs and exhibitions occupy an important place in the agricultural program of this Province.

Similarly, the annual exhibit of Eaton horses at rural fairs occupies an important place in the goodwill policy of our Company. At no point in Manitoba are these sleek beauties more enthusiastically received than at Dauphin's annual summer fair and exhibition which wound up its 1950 program of events Wednesday, July 26, after basking in the sunshine of ideal weather conditions which spelled success for the three-day agenda of activities.

The parade of Eaton horses with the colourful red, white and blue delivery wagons has become a familiar spectacle to Dauphin fair goers. Indeed, these equine ambassadors have won their way into the hearts of all rural Manitobans.

The cream of the crop—ten horses in all—which were under the supervision of Clayton Tucker, Delivery Department supervisor, comprised: Soong Chaing, Golden Boy, Golden Girl, Madam Charm, Mayling Chaing, Lucky, Prince, Gold Leaf, Crandall Boy and Golden Glow.

Much has been written of the well-deserved applause accorded this Eaton display, but little has been said of the men behind the scenes—the Eaton drivers who leave their regular delivery routes to tour the fair circuit and help make these exhibitions possible.

Our fair representatives for 1950 represent a total of over 130 years of service with The T. Eaton Company. These men have left their mark of courtesy and

friendliness wherever the fair circuit has taken them.

We spent some time with chief "Jim" Tucker in our capacity as "Contacts' man." "Jim" is president of the Eaton Curling Club, a keen Eatonian with a wealth of "stories" stored away for every occasion. He kindly gave us a word picture of his "boys."

Jack Blake, foreman, celebrates his 25th anniversary with the Company next April. Has travelled the fair circuit since 1943.

Bob Houston, official trainer. A good man with horses, having also been with the exhibit since 1943.

Ed Anderson, regular driver, handles route 9 up River Avenue way when "at home." Excellent driver—has good style. Ed has been with the Company 22 years and with the Eaton horse display since its inception. Quite a ball player in his younger days.

John "Scottie" Currie, regular driver. "Scottie" has been with the Company 23 years and on the fair circuit from 1945 to 1950. Drives route 85, south of Portage Avenue. The "ladies' man" of the squad, he is affectionately called "Dreamboat" by his mates.

Al Inglis, regular driver. With the Company since 1943 and drives the hotel route when "at home." A curler of some renown and usually missing around the premises come duck-shooting season.

Tommy Rogan, groom. "Irish" has been with the Company since 1943. He is the reason for that "Johnson's wax" look the horses are sporting.

That comprises a good bunch of fellows that travel the fair circuit during the month of July, spreading goodwill wherever they go.

Another visitor at the Dauphin Fair was inspector Dave McFadyen (Delivery Department), who was on vacation and a constant visitor at the Eaton display.

When the 1951 Dauphin Fair and race meet rolls around, we hope to see our driver friends with their charges once again—and for many years to come.





Top Row—Left: "Red" Spencer gets a sweet drive. Centre: Jim Fisher, Jock Morrison, Alex Black and Hughie Tait. Right: Voted the best sport on the course, Johnny Pilkington (right) accepts the prize donated to him by Tom Hembroff.

Centre—Seniors' champ, Bob Clarke, cops the Dailley Trophy.

Lower Row—Left: Putting practice—Earl Livingstone shows how it's done. Centre: Last year's cup winner, Vic Weston. Right: Three men in a bunker.

Seniors' Golf Tourney

BOB CLARKE WINS DAILLEY TROPHY IN GRAND OUTING AT ELMHURST

If you're edging fifty, don't let it throw you—definitely there are compensations for those who enter the mellow years. For example, you are now eligible to join in the Eaton Seniors' Golf Tournament, that annual fun fest for spry middle-agers!

The 1950 tourney was played over Elmhurst on Monday afternoon, August 21. It was a glorious day for golf, and nearly a hundred oldsters teed off. It was also a pleasure to see a number of retired Eatonians gleefully smacking the pill—Hughie Tait, Alex Black (still shooting championship golf), Frank Page and others disporting themselves like young 'uns!

When the smoke cleared away, Bob Clarke (Western Buying) emerged triumphant to win the W. G. B. Dailley Trophy. Runner-up was "Bobs" (General Audit) O'Grady.

Following a steak dinner, prizes were presented. President Dale Stewart, in welcoming the seniors, voiced the sentiments of all present when he spoke of the Company's kindness in making this outing possible. He also thanked the Elmhurst Golf Club for its usual grand hospitality.

Other prize winners were: Low gross—Jim (M.O. Operating) Johnston. Low gross runner-up—Alex Black (retired). High gross—Bill Gould (retired). There were also prizes for the longest drives; high hidden holes; poorest drive of the day, etc.

(Continued on Page Eleven)



Championship Trophies Presented at Seniors' Golf Dinner

Because of the flood and its generally upsetting effect, Eaton golfers got off to a late start this year, explained President Dale Stewart. Therefore, said Dale, it was decided to forego the annual banquet and present the championship trophies at the Seniors' Wind-up on August 21. Pictures above show the various awards being presented.

All prizes accompanying the trophies were donated by that staunch friend of Eaton sportsmen, the Eaton Life Assurance Company. These were presented by Parry Brigden, manager of the Assurance Company's Winnipeg Office.

ABOUT THE PICTURES


Top Left—Champion Jack Yarnell (left) receives the John David Eaton Trophy and the R. S. McCordick Trophy (for "A" Class), presented by Mr. Angus Osborne.
 Centre—The Gilbert M. Eaton Trophy (for "B" Class) is presented to Jack Day by Mr. Osborne.
 Right—Isaac Kilpatrick receives the R. Y. Eaton Trophy (for "C" Class), proudly presented by his fellow Mail Order man, Mr. Jim Johnston.
 Lower Left—The H. M. Tucker Trophy (for "D" Class) is presented to Bryson Murray (left) by Mr. P. F. Brigden.
 Centre—The B. C. Scrivener Trophy (for "E" Class) is presented to Mervin McKenzie by Mr. Brigden.
 Right—President Dale Stewart is congratulated by Mr. Jim Johnston for his able leadership of the Eaton Men's Golf Club. In corner is seen Secretary Meyers, who also got a big ovation for his untiring efforts. Modest Jack blushed, rose and took a bow.

SENIORS' GOLF TOURNEY

(Continued from Page Ten)

The most popular man of the day, however, was Johnny Pilkington (M.O. Packing). A World War I veteran, both of whose feet were amputated, "Pilk" hustled over the course usually in advance of his foursome and greeted everyone with a big friendly grin.

At this point a cheer for Tommy Hembroff who, on being presented with a prize, promptly donated it "to Johnny Pilkington, one of the best sports in Canada." But then that's the spirit of these oldsters!



GOOD LUCK TO THE BRIDE!

The good wishes of their friends around Eaton's are extended to the smiling brides and grooms shown on this page. May you have a happy and successful married life.

*Reading Up From Bottom Left-Hand Corner
of Horseshoe:*

BETTY PRITCHARD (Radios) was married to Gordon Hunter, July 7, at St. Matthew's Anglican Church. The girls on the staff gave Betty a kitchen shower and she received linen as a departmental gift.

FLORENCE BERNSHINE (Box Factory) married Bill Hall, July 14, at St. Paul's United Church. Flor-

ence was given a trilight and Wear-Ever kitchenware as a gift of the department.

NORMAN TOEWS (Box Factory) married Emily McCaig, July 8, at the Law Courts. Norman received a set of dishes from the department.

JOAN WOODWARD (Gloves and Hosiery) married Lynn Scott at St. Luke's Anglican Church, June 30. Joan was given an electric iron from the department.
(Continued on Page Thirteen)

W. H. (Billy) Wilson Retires

**Genial Head of Sporting Goods
Honoured by Staff and Mail
Order Management**

After a highly creditable career of more than 42 years with Eaton's, Mr. W. H. Wilson, head of department, M.O. Sporting Goods, retired on August 1. To mark the occasion he was honoured not only by his own staff but also by the supervisors, department heads and assistants of the Mail Order.

"I used to wonder who opened the Mail Order door each morning until I discovered it was Billy Wilson." This whimsey by Mr. A. H. Young, M.O. superintendent, was a tribute paid Mr. Wilson during the presentation of a handsome carving set as a token of remembrance from the M.O. management.

What Mr. Young had in mind was, of course, Billy Wilson's punctuality—a quality for which he is noted.

Continuing in humorous vein, Mr. Young reviewed Billy's career with the Company. "They tried to make a grocer out of him, but he wound up a fine sporting goods man," Mr. Young added, thanking Mr. Wilson for his splendid service.

FETED BY STAFF—To show their retiring chief what they thought of him, the Sporting Goods, M.O., held a dinner in his honour on Friday evening, July 28, at Moore's. Mr. Bob Hutton presided. Also attending were Messrs. Fred McKenzie and Alex Barrie, representing the M.O. Toys and Store Sporting Goods.

Then, ere Billy left, the staffs of the Sporting Goods and their neighbours, the Toy Department, M.O., presented Mr. Wilson with a beautiful silver tray upon which was engraved their names—a lasting token for the friendly Irishman who will be greatly missed by a host of Eatonians.



*Mr. Wilson is
presented with a
silver tray by
Mr. R. Hutton
(right)*



GOOD LUCK TO THE BRIDE!

(Continued from Page Twelve)

IRENE DUBE (2nd Floor Shopping Card) married Ray Monteith at St. Boniface Basilica on July 3. Irene was presented with linens from the department.

LILLIAN DINNEY (M.O. Draperies) was married to Bert Fright (M.O. Staples), July 29, at St. Andrew's Church, Elgin Avenue. Lillian received flatware from the department.

ISABEL McLAY (Budget Office) married Bert McCloughery, July 5, at Young United Church. Isabel received a mirror and iron from the department.

FRANCES NESS (Telephones) was married to Leo Dusablon, July 22, at Holy Rosary Church. Frances was given Revere ware as a gift of the department.

TERRY McCORQUODALE (Mailing List) was married to Vernon Huntington in the vestry of St. Anne's Roman Catholic Church, St. James, August 5. The department gave Terry blankets.

MRS. L. FOSTER (Alterations) was married to Charles Attwood, July 8, at Holy Trinity Anglican Church. Mrs. Foster received a coffee table from the staff.

FREIDA SCHIMUNCK (Lunchroom Services) married Stanley Bilinski, July 15. Freida was presented with flatware from the department.

AUDREY PELLETIER (M.O. Sales Room) was married to Norman Foster at the Law Courts on July 8. Audrey received blankets and silverware from the staff and department.

JOYCE BARNARD (M.O. Copying) married Frank Caldwell July 26 at St. James Anglican Church. Joyce was presented with blankets from the department.

ROBERT CAVE (M.O. Men's Furnishings) married Elsie Burdenich on July 12. He received a set of dishes from the department and staff.

ALDIS BENJAMINSON (M.O. Packing) married Joe Thorlakson in Arborg on July 22. Aldis received a breakfast set and Revere ware as wedding gifts.

LEONIE MULOIN (Shirt Factory) was married to Douglas Lanyon on July 15. Leonie received sheets and pillow cases as a wedding gift from the department.



THE LITTLE BLACK BOOK CHANGES HANDS

Stan Robertson Decides to Go Fishing



Top Picture—Mr. Robertson (left) is thanked for outstanding service by Mr. R. S. McCordick.

Lower Picture—Stan gazes happily at his fishing tackle gift displayed by John Moss (left) and Charlie Livingstone.

Many men carry around a lucky penny or a rabbit's foot, but not Stanley Robertson. Since 1935, the hustling supervisor of our Bedding Department placed his faith in a little black book carried in his hip pocket. On its carefully guarded pages was entered a miscellany of facts and figures from which Stan chartered his course to success. On July 29, Mr. Robertson retired after 44 years of outstanding service—years in which he moved up the ladder by hard work, close study of his merchandise, unlimited faith in the Company and a driving enthusiasm.

Two celebrations marked Stan's retirement. The first was a dinner held in his honour by the Furniture Department and presided over by Mr. W. G. Thomson, supervisor. On this occasion Stan was presented with a deep-sea fishing outfit—the gift of the western heads of departments (Furniture and Bedding), “in appreciation of his friendship and all he has done for them over the years,” said Mr. D. S. McKellar, who acted for the western group. In lauding Mr. Robertson's career, Mr. McKellar explained that Stan had decided to retire (although under retiring age) and move to British Columbia, where he would fish and golf.

In leaving, he has presented “that little black book” to his department, in the hope that it will prove equally helpful to his successor. Mr. Thomson, in thanking Stan for his fine co-operation, said it would be difficult to replace him. He then called on Charlie Livingstone, who presented Stan with a slick fibre-glass fishing rod and a tackle box, on behalf of the Winnipeg Furniture and Bedding staff.

Expressing his thanks for the gifts, Mr. Robertson thoughtfully named each member of his own staff and thanked them for their loyal support. Speaking of the Company, he added, “I couldn't have worked harder or with more enthusiasm and enjoyment if it had been my own business.”

There was finally an affectionate tribute to his sister, Sybil, who has been his close companion through the years.

Gift of Golf Clubs

The next morning, July 29—one of Winnipeg's few hot days, with the thermometer hitting 95 degrees—management and supervisors gathered in the Ninth Floor Lounge to honour Mr. Robertson. Mr. D. S. McKellar presided. He reviewed Stan's career since 1935, when he took charge of the Bedding Department.

Mr. R. M. Pinfold read telegrams of felicitation and tributes to the retiring Eatonian from business associates east and west.

Mr. R. S. McCordick thanked Mr. Robertson for his long and outstanding service—a service, said our General Manager, that had been marked by Stan's success in administering the department as well as his genial personality. Wishing Stan and his sister, Sybil, “all of the best,” Mr. McCordick then presented him with an elegant set of golf clubs from the gathering.

Responding, Stan traced his long service from those strenuous days “when we used to pile the furniture right up to the ceiling.” He told of the pleasure it had been to work 44 years for the best organization in the world, whose high principles included getting the finest values obtainable for its customers. There were words of timely advice, too, for the younger men coming along; thanks for the grand co-operation of the staff and the Warehouse crew; tributes to friends in associated departments and to the Store management.

And, so here's our best wishes to Stan and Sybil for a happy life of well-earned recreation in B.C.

"Thrill-of-a-Lifetime" Department

THRILL NO. 1

To **RON PARKER** (head of department, Expense Office)

A HOLE-IN-ONE

The golfer's dream, a hole-in-one, was realized by Ron (Expense Office) Parker when playing over Elmhurst on Wednesday evening, August 9. It was an added thrill to shoot the ace at the waterhole, usual lure of lost balls. Ron used a No. 3 iron and zinged his Spalding Tournament ball clear over the heads of Bill Bickell's catfish to land neatly in the cup.

Accredited witnesses were: Les Croft (Sales Audit), Jack Woodhouse (Candies), and Scott Marshall (M.O. Notions).

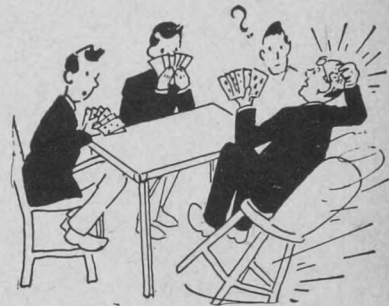


THRILL NO. 2

To **JACK McCAY** (head of department, Men's Clothing, M.O.)

A PERFECT CRIB HAND

In a recent foursome of crib, Jack McCay (Men's Clothing, M.O.) was well-nigh bowled over when his partner, Lorne St. John, dealt him one of those rarities—a 29 hand in cribbage! Jack's opponents were Ken (Hardware) Chalmers and Jack (Supply) Hutchinson.

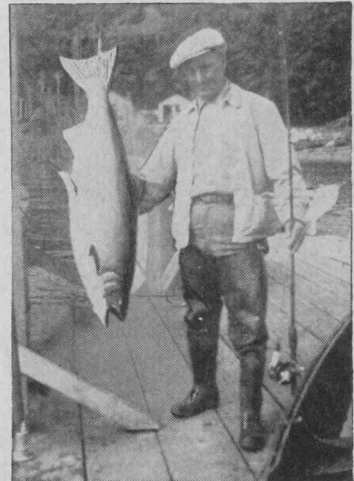


THRILL NO. 3

To **EDGAR ADEY** (head of department, Electricals)

A BIG FISH!

A son of Canada's tenth province, Newfoundland, Ed. Adey (Electricals) is an ardent fisherman and used to whipping out big 'uns from the streams and channels "down dar" among the Billy Gales. But—while holidaying at Painter's Lodge in British Columbia last month, Edgar went fishing in Campbell River and landed a salmon nearly as big as himself. Caught on a 24-pound test line, the leviathan weighed 48½ pounds, was 47 inches long and 27 inches around its "bay window." What a welcome frig. full of juicy salmon steaks!

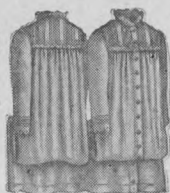


THRILL NO. 4

FRANK ARTISS BOWLS PERFECT GAME!

Hear ye, hear ye, keggers! While bowling at Wasson's Bowldery on August 15, Frank Artiss (Men's Shoes) rolled the bowler's dream—12 strikes in a row—the perfect game! Witnesses of this rare achievement were "Buck" Buckboro, Bert Bemister and Bill Rutledge.

Congratulations, gentlemen, all! Now let's hear from the girls!



← 1887

MUSEUM PIECE

Returning from Europe on the "Empress of France" recently, Mr. Alex Hewish (Electricals) was discussing Eaton's with a fellow passenger, Mr. Len Porter, of Toronto, when Mr. Porter told of a very old catalogue which was something of an "heirloom" in the Porter family, and had been passed on to him by his father. On arriving at Toronto, Mr. Porter kindly presented the "museum piece" to Mr. Hewish, who loaned it to Contacts.. This tattered little volume, dated 1887, is "No. 4, Fall and Winter Dry Goods Catalogue." Size about 6 by 8½ inches, it contains 96 pages. The front cover cut shows "Eaton's," a three-storey building at 190-196 Yonge Street. A foreword on the title page proudly states: "Our immense edifice containing one and one-eighth acres of solid flooring . . ." (Today the Company's premises in Winnipeg alone extend to over 46 acres!)

LET'S LOOK AT THE ADS OF 1887

Reproduced above (1 to 6) are a few wood cuts from this 63-year-old catalogue. Unlike today's line cuts, or half-tones, which are machine made on metal from photographs, these ancients were elaborately engraved by hand on boxwood.

- (1) Great Uncle Ezra's three chins could be comfortably enclosed in that "Dragoon" collar (top of layout), priced at 15 cents.
- (2) Your guess is as good as ours why the cupid is peeking out of the top of this cut of "Coraline Corsets, \$1.25." Anyway, no matter what your shape was, you had to squeeze into 'em!
- (3) Great grand pop knew a thing or two about comfort when he bought these "Congress" elastic-side boots at only \$2.50. No laces to fuss with either!

- (4) Smile at those Mother Hubbard nightgowns if you like—but if you had lived in the big draughty houses of them thar days these voluminous coveralls would have been welcome—priced at \$1.25 each.
- (5) That towering trick in velvet and ostrich plumes was milady's last word in hats for autumn, 1887—try wearing it to the movies today!
- (6) "Lady's Jacket"—the ad. says: "styles are neat and nobby and cannot fail to please the most artistic tastes." \$3.00 to \$10.00. Bustles to bulge that hour-glass figure in the right places were: 45 cents in two-roll, or 60 cents in three-roll styles.

Special Sizes for Large and Extra Large Men.



433. Men's heavy Scotch wool under-

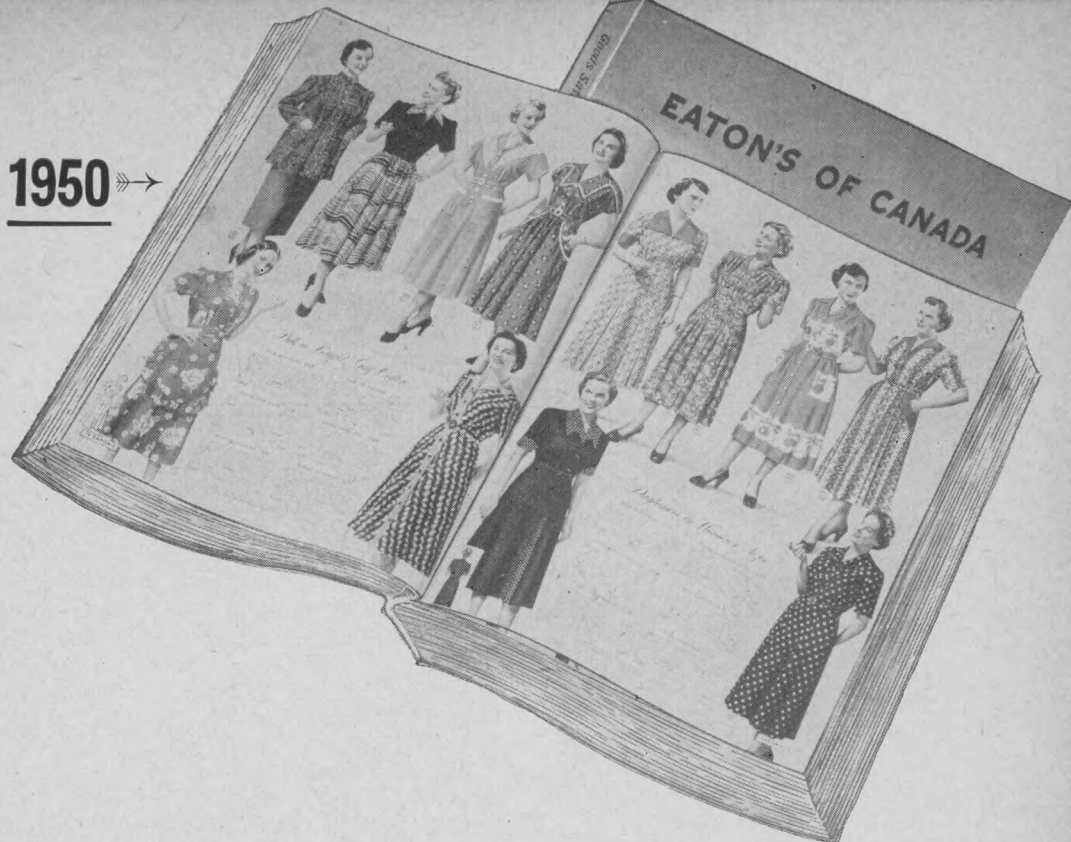
In 1887—men's braces were selling at 15 cents a pair; a suit of all-wool underwear was \$1.25; a blue serge suit nicked you from \$3.95 to five smackers, while you could get a melton overcoat for \$6.50, including cape!

Even in those early days Eaton's concern for the welfare of its customers was apparent in the services available. Couched in florid Victorian terms, here (on page four) is an invitation to the travel-weary:

"LADIES' WAITING-ROOM"

"Ladies, you come off the train; you are covered with dust, begrimed with smoke; you feel unrefreshed; you don't wish to beg anyone to allow you to make your toilet in their rooms without paying them for it; you possibly have a long day's shopping before you; probably you have a number of packages, wraps, etc.; you are getting disgusted. Listen! Get off your train, take a Yonge or Queen Street car, as it may be, and bring your parcels with you straight to Eaton's. Why? In the south corner of Yonge and Queen Street store is an office expressly for you to consider as your own. Here you can leave your parcels and get a cheque for them free of charge, send your telegrams, telephone, ask questions, leave your over garments, umbrellas, anything. Should you have too many parcels, there are trunks from 90c to \$10 in the basement quite convenient. So much for your parcels. Now you want to wash, arrange your toilet, and take a rest. Take the elevator to the second floor, and right south of the freight elevator you will find a nicely curtained waiting-room, a clean toilet room, with towels, soap, etc. Other waiting-rooms are scattered throughout the building for your convenience. These rooms are yours; we give them to you. Wash as often as you please; wait as long as you like. Get thoroughly refreshed before you start your shopping. We give you the invitation, and will be delighted with your acceptance."

1950 →



1950 Fall and Winter Catalogue Largest to Date

It is interesting to contrast the "ancient one," on facing page, with our big, elaborately illustrated colour-plate catalogue of today! Cuts were costly hand-made affairs in those distant days, and the modest little catalogue of 1887 was scantily illustrated in black and white only. For example, there were pages of dress goods and clothing listed with their prices opposite but often no picture or description of the goods. Thus, to order by mail, you had to know your fabrics.

The 1950 Fall and Winter Catalogue, pictured above, is the biggest yet published by The T. Eaton Company. It numbers 646 pages—with 127 of them in full colour. Placed beside that brave little booklet of 1887, it is an eloquent tribute to the nation-wide progress of a great Company.

Site of Timothy Eaton's First Store

Old residents of St. Mary's, Ont., proudly point to this site as the original stone building in which Timothy Eaton kept a general store nearly a century ago. The present occupant is the Somerville Drug Store.

Miss Anne Polischatak (Millinery Department) took the picture while visiting St. Mary's on vacation. Because of the town's many stone buildings, it is known locally as the "Stone City."


Seventeen




Happy, Restful Years Ahead!

**All of the Best to These Eatonians Who
Are Retiring to Enjoy Well-Earned
Years of Rest and Recreation**


(Reading from top to bottom in pictures)




MR. A. E. JOHNSTON (Investigation Department) retired on August 12. He was an Eatonian for over 30 years. Presentation of a "home utility" set of tools for his workshop was made by Mr. Dave Murray, head of department, as a token of affection from the staff. Seen in the picture are: (left to right) A. Savage, Mrs. La Ferrier, A. E. Johnston, D. Murray, head of department; S. R. Hall and R. W. Robson.




MRS. MAUDE WEST (Women's Coats and Suits) retired August 2 after five years with the Company. Mr. G. B. Scrivener, supervisor, made a presentation of a Doulton figurine at a picnic held in her honour.




JOSEPH DE ROSIERS (M.O. Men's and Boys' Furnishings) retired August 5 after 31 years with the Company. On Wednesday, August 9, Joe entertained the staff at his home. Mr. George Firth, assistant, presented Joe with an electric grate for his fireplace.



MRS. GRACE HENRY (Women's Sportswear) retired July 18 after 12 years with Eaton's. A torchiere lamp was presented to her from the department by Mr. G. Despard, supervisor, at a party held in her honour at Moore's.



SOLOMON SCHWARTZMAN (Men's Clothing Workroom) retired August 12 after eight years with the Company. The department plans to have a party and presentation later when all the gang return from their holidays. The cameraman caught Mr. Schwartzman as Mr. Paterson thanked him for his loyal service.



DUNCAN CAMPBELL (Men's Clothing) retired August 12 after ten years with the Company. Mr. J. Paterson, head of department, acting for the staff, presented Duncan with a suit of clothes.

Read and Relax!

Now that we have reached September and the frantic urge to spend all our spare time outdoors has lessened, why not use some of that leisure time for a look at the newer books on the shelves of the Circulating Library, second floor?

* * *

To more serious readers, we suggest:

THE CARDINAL—By *Henry Morton Robinson*

It is a moving story of the life of a priest in our own time; a vivid, powerful study of an Irish-American from the wrong side of the tracks who rose through his own abilities.

We see Stephen Fermoye as the son and brother, as a very humble priest, then as a gradually rising light in the church and community. As he learns to conquer his own failings, so his power and influence grow, till in time he reaches the supreme position in the Roman Catholic Church of America.

Through all his trials and failures and victories runs the thread of his faith which strengthens and upholds him. None of us can fail to be inspired by such an unwavering belief.

* * *

If you would like a pleasant novel to while away a dull evening, try:

THE PINK HOUSE—By *Nelia Gardner White*

This is the story of a girl, lame from childhood, and the intelligence with which she overcomes—with Aunt Poll's help—the psychological handicaps, much more deadly than the physical. It is also the story of the people who live in the Pink House.



How is your taste for historical fiction? Still going strong? Then have a look at:

THE STUBBORN HEART—By *Frank Slaughter*

As is usual in a Slaughter novel, the hero has had medical training. This time the scene is South Carolina after the American Revolution. Not a good Slaughter, but still a good story.

And:

MAGNUS THE MAGNIFICENT

By *Leslie Turner White*

A robust Elizabethan novel for lovers of those romantic days.



One of our popular British novelists has a new one:

THE LEGACY—By *Nevil Shute*

The interesting outcome of the hunt for a lost heiress. In the process we find ourselves in Malaya on the civilian side of the last war and eventually in Australia in the small towns "out back" and the sheep ranches. Nevil Shute always writes a most convincing story though this one lacks his usual touch of fantasy. It will probably prove more popular on that account.

* * *

Do you like to have your blood run cold? There's:

VERY COLD FOR MAY

By *William P. McGivern*

A Red Badge whodunit about a public relations man and his efforts to protect his client from government reprisals.

Also:

NIGHT AT THE MOCKING WIDOW

By *Carter Dickson*

Another Sir Henry Merivale story for lovers of that unique detective.

* * *

For biography, we suggest:

ROOSEVELT IN RETROSPECT

By *John Gunther*

The author of the "Inside" books has turned his hand to a biography of Franklin Delano Roosevelt. It is written in his usually interesting fashion. He employs the anecdote method to display the many facets of F.D.R.'s complex character.

Possibly his failure to portray Roosevelt as a real person is the result of the author's habit of presenting F.D.R.'s universal characteristics as his peculiar ones, so that the reader is left with a portrait of a politician of the day rather than a picture of Roosevelt himself.

* * *

The last book on the list is a war story:

THE WOODEN HORSE—By *Eric Williams*

True, this is a war story, and it does tell of life in a German prison camp and escape from it, but it is *not* a horror story. It is a delightful tale told with humour and imagination about a bunch of "grand guys," including "Wings" Cameron.

"Wings" Cameron was a small man with a large moustache. A plumber's moustache. He was wearing a pair of Egyptian sandals, rose-coloured socks, a pair of faded grey flannel trousers and a bright yellow shirt with a large handkerchief of Paisley design knotted loosely round his neck. He had been shot down wearing these strange clothes. "Thought I'd dress like a foreigner," he explained later, "then I shouldn't be noticed if I had to bale out. But I must have dressed as the wrong sort of foreigner, because I was arrested quite soon."

Don't miss *The Wooden Horse*!



Bob McCalmont has Memorable "35th"

A cavalcade of cars swooped down on the St. Vital home of Robert (Bob) McCalmont (Fire Inspectors) on the night of July 21, to stage a surprise party in honour of Bob's 35th anniversary. And surprise it was—the conspirators caught Bob in old clothes hoeing his turnips.

With Jack Newton at the controls, a merry evening of song was run off, with Mr. and Mrs. McCalmont the centre of attraction. Other guests of honour were: Mr. and Mrs. Alex Murray, Miss Charlotte Neal (Western Buying Office, Toronto), a sister of Mrs. McCalmont; Mr. and Mrs. Neal, of Minneapolis (Mrs. Neal will be remembered as the former Helen Nordberg). During the evening a beautiful console mirror was presented to Mr. and Mrs. McCalmont by Mr. Jack Morrison on behalf of associates.

A buffet supper wound up the evening (the piece de resistance here was Jack Moore's prize green onions, all agreed).

The following morning, Mr. McCalmont was presented with a handsome coffee table from the Engineering, Inspectors and kindred departments. Mr. Alex Bowman, officiating, said Bob was a very outstanding fire inspector. Mr. Tom Giles followed with a fine mantel clock, the gift of Bob's Receiving Room and Night-watchmen pals.

The widely popular Bob McCalmont is very proud of his garden. But he's also a keen hunter, curler and fisherman. Mr. and Mrs. McCalmont have two sons, Harry with Eaton's and Desmond (attending United College), who plans to be a minister.

Frank Edwards has 35th Anniversary

Frank Edwards (Mail Order Packing) completed 35 years with Eaton's on Saturday, August 12. As he was on holidays at the time, the department did not have a chance to help him celebrate the event.

Frank was born in Wallington, Cornwall, England, and has worked with 122 Department for the whole of his 35 years. He is married and has one son, John.

He was overseas with the Royal Winnipeg Rifles and still belongs to the band of that regiment. We are told he plays the euphonium and is an expert bugler. In fact, so expert that he is one of the buglers chosen every year to usher in the two-minutes' silence at the Remembrance Day ceremonies.

Frank's hobby is music, which is a full time and very satisfying hobby. Congratulations and "many happy returns," Frank.

"TOMMY" THOMPSON'S 30 YEARS

On Friday night, August 4, the "boys" from the General Office threw a "stag" for the "little guy," Jack Thompson. In the meantime, Boss R. B. T. Whitbread had been briefed on how to high-jack him to his home.

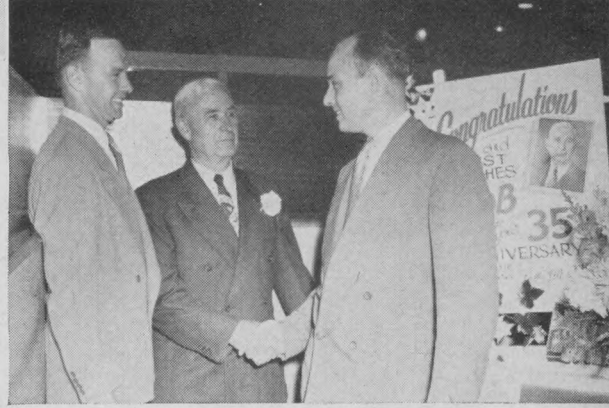
In the course of the evening, Tommy was presented with a gaily bedecked gift, after which he played host, a role for which he is so admirably fitted by his friendly warmth, beaming smile and love of company.

Saturday morning, Tommy came to work and found his desk all dressed up for the big event. Mr. Whitbread did the honours with a few well-chosen words and presented him with a posh-looking wrist watch. Good luck, fella, and a happy holiday with that extra week!

Robert Stronach Celebrates 35 Years with Eaton's



As *Contacts* goes to press, Mr. Robert Stronach is motor tripping through the Rockies celebrating his 35th anniversary with the Company, which was an event of August 2. To mark the occasion, Mr. Stronach's staff in the Mail Order Women's Sportswear presented their chief with an easy chair and matching ottoman. Mrs. Stronach also shared honours with her husband when she received a lovely Doulton figurine. This was presented by Mr. Gerald Despard, supervisor, on behalf of the Sportswear staff.



Lower picture shows Mr. Stronach (centre) receiving the congratulations of his supervisor, Mr. Despard, and Ernie Gould, assistant.

Better known to his many friends as Bob, this quiet-mannered, kindly department head was born in Gartly, Aberdeenshire, and is a brother of the late John Stronach, former Mail Order superintendent. Always a Mail Order man himself, Bob started in the Men's Furnishings. Joining the Sportswear two years later, he rose to department head.

Mr. and Mrs. Stronach have one daughter, Vera, with the Contract Accounts. A staunch Eatonian and an equally staunch citizen, Mr. Stronach is an elder of St. James' Presbyterian Church. Many friends over the western network will join in adding their congratulations.

"THE PERFECT SHOPKEEPER"

Many Eatonians will remember Phil. D. Benest, former head of department, Carpets, Mail Order. Upon his retirement not long ago, Phil returned to his homeland, Jersey, in the Channel Islands, where he is happily engaged in growing bigger and better vegetables. A regular reader of *Contacts*, Mr. Benest sent us this item which he clipped from "Tidbits" of July 29:

"Housewives in Glasgow have discovered the perfect shopkeeper. He is genial Mr. John Lyall, who runs his grocery store in Duke Street according to the following principles which are set out on a card in his window:

"The customer is the most important person to this business. He is not dependent on us. We are dependent on him.

"The customer is not an introduction of our work. He is the purpose of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity of doing so.

"The customer is not someone to argue with or match wits with.

"The customer is a person who brings us his wants. It is our duty to handle them profitably to him and ourselves. That is what a customer is in this business."



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Picture at right:
Mrs. Annie Gibb



Hannah McConachy



Garnet Griffiths (left) and Mr. F. Tease

Welcome to the Quarter-Century Club

MRS. ANNIE GIBB

The Telephone staff held a banquet in the dining-room of the pavilion at the City Park to celebrate Annie Gibb's two big days which arrived together on July 23—her 25th anniversary and her retirement.

About 25 members of the staff gathered for the dinner and sing-song. During the evening, Mr. Harry McIntyre, assistant, presented Annie with a handbag and the good wishes of the staff.

A warm-hearted little Irish woman who first joined Eaton's nearly forty years ago, Annie Gibb made a lot of friends during her long service on the Meat Order Board. "A wonderful little woman to work with" is the tribute of Annie's associates. Mrs. Gibb now plans to devote full time to her invalid husband and two daughters.

HANNAH AGNES McCONACHY

On August 4 the staff of Lunchroom Services welcomed Hannah McConachy into the Quarter-Century Club.

Hannah was born in Treherne, Man., and has spent all of her 25 years with 1100 Department. She is fond of bowling, fancy work, knitting and sewing.

Mr. Albert Wrigley, head of department, presented Hannah with a travelling bag on behalf of the staff, while he extended the good wishes of everyone present for the next twenty-five years. Hannah plans to spend her anniversary holiday at the coast.

GARNET A. GRIFFITH

GRIFFITH'S LAMENT

<i>Aches my tooth from trombone playing, Ar Hyd I Nos. Borrowed candy I should not be eating, Ar Hyd I Nos. I should working now be doing, Not about time cards be stewing, Sleepless hours on new schemes brewing, Ar Hyd I Nos.</i>	<i>Twenty-five years I've been toiling, Ar Hyd I Da. Getting people boiling, boiling, Ar Hyd I Da. Now for two whole months I'll leave them, Absence that I'm sure won't grieve them, Let now Finlay Tease believe them, Ar Hyd I Da.</i>
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These lines were authored and sung by the Welfare Office gang et al, in honour of trombone-tooting Garnet's quarter-century anniversary, an event of August 4, the tune being "All Through the Night," in token of Grif's Welsh ancestry.

It was a "big day" for the popular timekeeper, the highlight being the presentation of a hostess chair by Mr. Finlay Tease, on behalf of the Time Office staff. This was followed by a gift album of records from the Wages Office and a four-coloured pencil by the Employment and Welfare staff.

Winnipeg born, Garnet has spent most of his Eaton service with the Time Office. His wife was Mabel McIntyre of 113 Department, and they have three daughters, Patricia, Gail and Linda. Garnet's chief hobby is tooting the trombone. He is also a "charter" member of the Eaton Bluebirds Ski Club; shoots a good game of golf.

KATHLEEN FITZGERALD

On July 27, Kathleen Fitzgerald (M.O. Correspondence) was welcomed into the Quarter-Century Club. She was presented with a camera and case, a photograph album and a pair of binoculars, as gifts from the department, while her many friends dropped in to add their good wishes and mementos of the occasion.

Kathleen was born in Winnipeg. She has spent her 25 years in the M.O. Correspondence. Friends say that besides her interest in photography she is an enthusiastic reader. In fact, reading is her principal hobby. Kathleen plans to spend her anniversary holiday in Edmonton.

An Urgent Message to Eatonians

YOU CAN SAVE A LIFE!

And At No Cost To Yourself

Can you spare an hour of your time to save a life, perhaps your own or a loved one's? Knowing that it can be done painlessly and without the slightest harm to you, will you do it? Then register on the cards supplied by the Welfare Office to the Welfare Secretary of your department. You will be notified of the date and time of your appointment to give your pint of blood in a good cause. It will be on a Wednesday evening between five and nine and will only take an hour.

There is an improvement on the previous arrangement in that you are not required to go on any special diet. You can even have a beefsteak beforehand, if you like.

There are approximately 8,000 Eaton employees in Winnipeg. If you include their families, that means some 25,000 persons are eligible to use the Eaton Blood Bank. Appeals are constantly coming to us, yet fewer than 200 regular donors are registered, so you can see that a sudden run on the bank might be disastrous. Sometimes it takes more than one transfusion to save a life. Anywhere from nine to 15 may be required, and a case has been reported where 40 transfusions were given.

If you are eligible, *and even if you don't think you are*, register. If you are not eligible, the Red Cross will advise you. You are asked to give only two donations a year. Two pints of blood painlessly given, and two hours of time to save a life. Isn't it worth it?

The donations are free and are supplied free of charge.

When It Comes To a Difficult Operation A Blood Donation May Save Your Wife—Your Child!

Surgeons have dared to tackle new and unheard of operations because they know they can give the patient the blood that is necessary to keep him alive. Some day you may be the one who needs one of these difficult operations and you will be glad you contributed to the blood bank.

In 1943 over 21% of all maternity deaths were caused by haemorrhage. *Three-quarters* of these deaths could have been prevented had there been blood available for transfusions. Make sure your family is not going to be one to suffer. See that there is a supply of blood on hand.

The war proved that a ready supply of blood cut down deaths from violent injuries by *one-third*. The week-end accident list in the morning papers on Monday is grim proof of the increasing need for protection for our families, friends and ourselves in case of emergency.

**Both Men and Women Eatonians in Good Health Are Eligible to Become
Blood Donors. Don't Delay—the Need Is Real!**

Register NOW with the Welfare Secretary of Your Department.

RECENT APPOINTMENTS

(Continued from Page Three)

Regina

Department R253—Hardware, Housewares, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage and Auto Accessories, Farm Implements:
MR. E. ELLIS, assistant.

Department R256—Stoves, Plumbing and Heating:
MR. R. C. BROUGHTON, signature.

Department R1065—Garage:
MR. D. SHINNAN, head of department.

Twenty-Four

Department R244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sportswear, Furs and Western Fur Promotion:
MR. D. HALLMAN, assistant.

Moose Jaw

Department MJ201—Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neckwear, Belts:
MISS EDITH NEWTON, assistant.

What's Going On Around Here?

BASEMENT STORE

Sandra Cuthill married Mark Flynn on August 4 at St. James' Anglican Church. Mr. T. Carson, head of department, presented her with a bedthrow on behalf of the staff. The girls on the staff had a dinner for her at Moore's and presented her with bedding.

Gloria Tuckwell returned from a vacation, August 21, proudly displaying a beautiful diamond ring. The lucky man is Herb Bronsdon, Toronto. The whole department joins in congratulations, Gloria.

Meats

Mrs. T. Hudson held a miscellaneous shower June 28, for Ann Shynianski, a bride-elect of July. The highlight of the evening was a presentation to the bride. Before leaving, Ann received a presentation from Bob Stacey on behalf of the staff.

She was married to Warren McMillan, July 22, in St. Anne's Church. Best wishes to you both.

Jack Meiklejohn has left us and we wish him the best of luck. He was presented with a gift before leaving.

Two of our quarter-century "laddies" are on their holidays. Harry Vickers and Ernie Ford are both taking in eastern Canada, mostly Ontario. Have fun, boys.

Although Dave Gray and Bob Stacey entered the recent Eaton golf tournament, we don't see any medals on either of them. What happened, boys?

* * *

MAIN FLOOR

Men's Clothing

Our songbird, Joyce Farmer, left us to be married August 18 to Lloyd Bucknell at St. Paul's United Church. The gift of the department was a chime clock and the girls gave her glass candle holders at a supper party held in her honour at The Homestead on August 11.

Books and Stationery

We said good-bye to three members of our staff recently. Mrs. M. Hogg (Books) went to live in Vancouver; Mr. E. Grantham, of the Pen Repairs, moved to Regina; and B. A. Alexander (Novelties) returned to school. Poor Betty-Ann!

Miss E. Hayward (Novelties) is looking very well after her recent operation and hopes to be back soon.

SECOND FLOOR

Shoes

The members of our department had a housewarming surprise party for Mickey Summers, assistant, on August 11. About 35 people attended. During the evening Mickey was presented with a small rug for his new home.

Fancy Goods

Business friends gathered at the home of Mrs. F. G. Rutherford on August 8 in honour of Dorothy Newell, bride-elect of August 26. Dorothy received a featherweight iron and an electric tea kettle. Good luck, Dorothy.

Staples

Eddie Graydon's daughter, Maureen Crawley, presented him with his first grandchild on August 10 in Toronto. You can't see Eddie for the smile.

Shoe Repair

Here's another "Can You Beat It?" item. The Shoe Repair boasts three new babies, all girls, and all in time to be reported in the same issue: Mr. and Mrs. Wally Karpiak had Marlene Mary on June 28. She weighed eight pounds eight ounces. Mr. and Mrs. Warren Coomb had Brenda Anne on August 1, weight six pounds twelve ounces. Mr. and Mrs. Ed Blowers had Shannon Velda on August 4, weight seven pounds six ounces.

Dress Goods

Our staff held a wiener roast Wednesday night, August 16. This big event took place on the banks of the Red River, out Fort Garry way. Where were the men (all three of them) when the fire was being built? However, the girls did a good job of carrying logs of wood (which was a change from bolts of dress goods) to build our "super" fire.

* * *

THIRD FLOOR

Groceries

About 40 members of the grocery staff had a picnic supper party on August 22 to help Frank Liminton celebrate his retirement, an event of September 9. Square dancing was one of the features of the evening.

Jim Drake Tops Garden Contest

The lovely home of Mr. and Mrs. Jim (Men's Clothing) Drake, at 234 Amherst Street, won top honours in the St. James' Horticultural Society garden competition last month. With 87 points to its credit, Jim's place was considered the best homesite in St. James and Deer Lodge.

Picture shows the artistically planned front of the house. The real achievement, however, is Jim's beautifully landscaped back garden! Here flower-bordered paths, rockery, shady retreats and a pretty fern-fringed pool is a dream come true!

Congratulations, Mr. and Mrs. Drake!

Twenty-Five



CONTACTS

Stoves

Isabelle Young became Mrs. Harold Kostjuk on July 29 at Immanuel Lutheran Church. Mr. H. B. McLarty presented Isabelle with trapper point blankets along with the good wishes of the staff.

Mr. and Mrs. Len Murray are the proud parents of a new baby daughter, Catherine Joyce, who weighed seven pounds three ounces. Congratulations.

Meats

We understand the girls in Korea are about to have a wonderful break. The Meat Department has recently lost Calvin "Kelly" Williams to the U.N. Korean army. There isn't a dry eye on the female staff of the meat department. Kidding aside, Kelly, we hope to have you back soon.

We are sorry to say that Eddie Spearing's wife is in the hospital recuperating from a serious operation. Hope you are feeling much better now.

A great big welcome goes to Bert Woods, a newcomer to our department.

Jimmy Gray has gone to Victoria to live. He will be very much missed.

* * *

FOURTH FLOOR

Coats and Suits

The staff of the Women's Coats and Suits are still talking excitedly about their wonderful party. They had such a good time. The occasion was Maude West's retirement. About 18 of the staff met at the country home of Mrs. Bowman in St. Charles. No, they didn't have a picnic. They had a banquet—Table cloth and wonderful food spread on a long table in the garden.

Besides the food, they had races for 80 years and over and 16 years and over. (Good thing, after that meal.) Then they played musical hats (something like musical chairs, only you pass the hat instead).

The highlight, of course, was the presentation to Mrs. West by Mr. G. B. Scrivener of a Doulton figurine from the staff.

Fur Department

The fur department usually goes along with a minimum of excitement but during the last month the place has been in a turmoil. Clint Macfarlane started the ball rolling by forsaking us for stock audit. Good luck, Clint.

Then Mrs. M. Irvine, our Margaret, returned from her holiday and decided her home town of Edmonton had much greener pastures, so on July 15 we said good-bye and good luck to Margaret.

July 29 Mrs. Iona Jones decided to leave and become an efficiency expert. We understand that is the title given to housekeeping these days, what with the high cost of living.

Joan Lovegrove has returned from her holiday with a ring on her left hand. The lucky man is Norman Taylor (no relation to our boss). The wedding is to be in September.

No wonder we are in a tizzy!

* * *

Miller and Sons

"To him who hath shall be given. . . ." says the Good Book—and to Tom Miller (Welfare Office), who already is the proud daddy of three sturdy sons, came a fourth, born Saturday, August 5.

David Michael (he'll probably get "Mike" for short) weighed in at 7 lbs. 4 oz. Mommy was Helga Arnason formerly City Ad. Thanks for the very fragrant "Habana de Cabbage," Tom!

Twenty-Six

FIFTH FLOOR

Lunchroom Services

At right is a picture of Lily Lambourne (Grill Room Services) who was married July 1 at the home of the bridegroom, William Mills. All the best to both of you.



The Bakeshop is busy congratulating Mr. and Mrs. Bill Wilkinson, who have a new daughter, Margaret Edith, born July 17. Also, Bill is enjoying his quarter-century vacation. Mrs. Wilkinson was Marie O'Callaghan of 1100.

Mr. and Mrs. Bill Ingles have a new daughter, Helen Evelyn, born July 13. Congratulations to you all.

Mr. Albert Wrigley, head of department, presented Hertha Merke with flatware as a gift of the department. Hertha was married July 19 and will live in Flin Flon.

Boys' Furnishings

The staff of the Boys' Furnishings is very anxious as to the whereabouts of Bert Mudge who left on a fishing trip to the back of beyond of Lac du Bonnet, somewhere. They wonder if he got there safely and are wondering still more if he will find his way back. Have you a compass, Bert?

Infants' Shoes

We wish to extend our sincere sympathy to Mrs. Margaret Marshall who lost her mother in July.

* * *

SIXTH FLOOR

Expense and Sales

Eleanor Thorvaldson was the guest of honour at a breakfast party held August 11 by the girls on the staff. Eleanor received a lovely figurine. She was married August 18 to Bob Siddall. Before leaving, Eleanor was presented with a pair of boudoir lamps and a mirror from the department.

General Office

July 19 was a very important day in the life of Joan Cancilla (Correspondence). Reason? A lovely diamond from Harold Wake, who is a paratrooper from Calgary. Congratulations to you both.

It was nice to see Noreen McInnis again when she blew in from California.

Sorry to hear Elaine Robinson is in hospital for an appendectomy. Hope you will soon be well, Elaine.

July 29 we lost Edith Bell of the General Office who left to reside in Toronto. She was presented with a navy handbag and gloves from the staff. Good luck, Edith.

August 12 really shook the G.O. Two diamonds came flashing in on the same day. One was on the hand of Marge Smallwood who received it from Jack Marshall, the other belonged to Joyce Flinson from Bill Murray. Marge will be married October 14. Joyce has not set the date yet. Best wishes to all of you.

Sorry to hear Tom McQueen is in the hospital. We hope your stay there will be brief and you'll soon be feeling well once more.

August 19, Margaret McFayden left to reside in Calgary. The staff gave her a gift of jewellery. Good luck to you, Margaret!

Carpets

On his departure from the department, Ed McClure was presented with a Ronson lighter as a gift from the staff. Good luck, Ed.

Mr. A. F. Maston (retired) is enjoying a holiday in England. Come and see us when you get back.

* * *

SEVENTH FLOOR

Wages Office

Wages Office have to report that they have still another bride. On Saturday, August 19, Helen Williamson became the bride of Bill Battershill in St. Stephen's Anglican Church, East Kildonan. They will reside in Flin Flon. Before leaving, Helen was guest of honour at a bathroom shower held by Doreen McClure and Phyllis Main.

Budget Plan

Our charming receptionist, Joan Sneesby, said good-bye to the department on August 13. She was presented with several lovely gifts. Joan was well known and popular throughout the Store and will be greatly missed by the department and her many customers. Before she left, Joan was guest of honour at a party held by the staff at the home of Mrs. Bruce Penney.

Isobel McLay was presented with a beautiful mirror and iron by Mr. W. Freeman on July 1 when she left the office to become the bride of E. McLouhery, at Young United Church on July 5. Good luck to you both!

Presentations were made by Mr. W. Freeman, assistant, to Helen Drier, who left the department; to Agnes Nick, who left to reside in Toronto; and to Joyce Weger and Pat Sones, who have forsaken the bustling life of the Budget Plan to take up household duties. Good-bye and good luck to you all.

Welcome back to Maureen Rankin after a lengthy absence following an operation. Speedy recovery to Ellen Spence and Bill McQuarrie, who are recuperating at home.

Radios

About 50 members of the Radios had a surprise party at the Horseman's Club in honour of Mr. V. Stilwell, who left for Edmonton, and for Mrs. Cece Millen, who left to reside in Calgary. During the evening, Mr. A. Wallis, supervisor, presented Mr. Stilwell with a gladstone bag and Cece with a black train case. The many artists congregated in the Radio Department enlivened the party with their musical contributions. Vocal solos were given by Thelma Harper and Harold Mills. Doris McGuigan played the piano, and apparently "Spike" Spicer's contribution was the highlight of the evening. Art Ruymer gave a solo on the electrical guitar and Steve Morrow played the common or garden one. D. L. Smith, ably assisted by Myrtle Rackman, presided over the coke machine. It sounds as if some of us ought to "tune in" on these radio parties.



EIGHTH FLOOR

Ticket Office

There's a new diamond sparkling in the Ticket Office. Nora Helbren became engaged to Tommy McBride, of Vancouver. They plan to be married next year. Good luck and good wishes to you both from the Ticket Office staff.

Sonya Armstrong was married, July 8, to Bill McVicar. The department made her a presentation when she left on August 19.

Sales Audit

We understand a set of masks have been requested for the girls on the Sales Audit staff. Reason—Gladys Grose, who is leaving to be married, is just the 13th bride to go from this office this season!

City Advertising

July 19 we said good-bye to Jerry Morgan. Mr. M. Sinclair, supervisor, presented Jerry with a pig-skin wallet along with the good wishes of the staff.

John Contant was married to Frances Gibson, of M.O. Advertising, on August 12. Mr. Sinclair presented Johnny with a Swedish glass ash tray as a gift of the staff.

Joan Sherman (Good Deeds Club) has been on the sick list for some time, we are sorry to say. Hope you get well soon, Joan.

You Asked For It, Len!

When Len Sandeman (Art Section) was asked for information about a new arrival in his family, this is what he told us:

Date of Birth: July 20. Name: Leonard David. Weight: 7 lbs. 2 ozs.

Etc.: Eyes—blue. Hair—doubtful. Feet—medium. Voice—loud.

Cannot walk or talk yet (a little slow).

Very intelligent—like his father.

No artistic ability yet evident—thinks pencils are for sucking.

Alterations

A presentation was made to Claire Pocholek, who left July 29 to become the bride of Ted Charne. Claire received a lovely coffee table from the members of the staff. The wedding took place August 12 in Holy Ghost Church. Our very best wishes for your future happiness, Claire.

Mrs. L. Foster left us, July 7, to become the bride of Charles Attwood. The wedding took place July 8 in Holy Trinity Church. Miss K. Waywood, head of department, gave Mrs. Foster a lovely coffee table from the staff. Best wishes for a happy future from all your friends, Mrs. Foster.

Agnes Adam has just returned from a vacation in Vancouver and California.



Eaton Trophy Presented at Kelowna

Out in beautiful Kelowna, B.C., famous for its annual regatta and aquacade (and pretty gals, too, so we're told), they also have an annual International Model Aeroplane meet. This year's meet was held on July 30 and 31 and the accompanying picture shows Mr. W. C. Brodie (right),

who is in charge of the Company's Order Office, presenting the Eaton trophy. Receiving it is Mr. A. L. Jupp, winner of the high aggregate points.

The Eaton trophy is for annual competition and is the main award. "This beautiful trophy received many favourable comments," writes Mr. Brodie, "and, we feel, is a good example of the Company's interest in local events."

EIGHTH FLOOR

We are sorry to lose the services of Mrs. M. P. Cameron, who left, July 8, to keep house for her daughters. Mrs. Cameron received a nice black handbag, clip and earrings from the department as a parting gift.

We were pleased to hear from Mrs. A. J. Bean and Mrs. J. Gunn, who are holidaying in England.

Flora McLellan, of 25 years' service, retired July 15. Miss K. Waywood, head of department, presented her with an electric steam iron on behalf of the department.

Mrs. M. England is very proud of her granddaughter, Merrienne Mollier, eight months, who won a prize for healthiest baby in her class at a recent baby show. Mother is the former June Mollier of 116 Department.

Telephones

Our sincere sympathy is extended to Mrs. Tom Johnston on the death of her husband, August 7.

Margaret Howitt (Markers) has received news of a second nephew born this month. Margaret finds being an auntie twice over is a very exciting business.

Mildred Stekowski (formerly O'Connor) is the proud possessor of a new daughter, born August 4. Mildred was with the Self-Serve Dresses section of the board.

A gang of 25 of the Telephones staff gathered at the pavilion in the City Park for a party in honour of Annie Gibb. Mr. Harry McIntyre, head of department, presented Annie with a handbag in honour of her 25th anniversary and her retirement. All our good wishes, Annie, for a grand retirement. Come and see us often.

ELEVATOR UPS AND DOWNS

By Terry Charlesworth

This is Terry Charlesworth, pinch-hitting for Agnes Reese, who is actually on her holidays. Hope you have a nice time, Agnes.

We are happy to welcome three new girls this month: Joyce Shenk, Irene Dreffs and Elinor Danielson. We hope you'll stay with us for a while.

Cupid has been around twice in the last month. Our little "Blondie," Anita Borger, came in feeling more chipper than usual the other day. She had quite a sparkler from Bob Smith on that all-important finger. The wedding plans aren't definite as yet. Congratulations, Blondie and Bob.

Another victim of Cupid's arrow is our small, dark-haired girl on the Hargrave battery, Shirley Byman by name. Wedding plans are not complete yet. Congratulations, Shirley and Gordon.

Our friend, Johnny Bryant, has surprised us once more. He went and got married on July 22 in St. Stephen's-Broadway United Church. Best wishes, Johnny and Olie.

We are sorry to hear that Bill Dermody is in hospital. Hope you will be back soon, Bill.

We were sorry to see Flo Otto leave us, but hope she will have lots of luck in her new venture. She is taking a course in missionary work. Before leaving, Flo was given a pair of figurines by the girls.

We are also sorry that Joan Osborne is ill. Hope you'll be back soon, Joan.

Who Wouldn't be a Secretary?

If a secretary writes a letter, it is too long.

If he sends a post card, it's too short.

If he attends a committee meeting, he's butting in.

If he doesn't, he's indifferent.

If he offers a suggestion, he's a know-it-all.

If he says nothing, he's useless.

If attendance at a meeting is slack, he should have notified the members.

If he calls them up, he's a pest.

If he asks a member for a subscription, he's insulting.

If he doesn't, he's lazy.

If a project is a big success the committee gets the praise.

If it is a failure, the secretary is to blame.

If he asks for advice, he is incompetent.

If he doesn't, he's a swell-head.

Ashes to ashes, dust to dust,

If the others won't do it, the secretary must!

—Anon.

In The Mail Bag

BASEMENT

Box and Bag Factory

Our sincere sympathy is extended to Nellie Le-mecha in the loss of her father on August 11.

Our best wishes go to Stephania Mudrey, who left us August 26 to be married to Peter Wawyn on September 1 at Robertson Memorial Church. Stephie received a trilight from the department and many other beautiful gifts from her friends. Best of luck, Stephanie and Peter.

* * *

SECOND FLOOR

Mail Order Packing—

By C. Ridgedale and G. Burton

On August 12, Frank Edwards celebrated his 35th anniversary with the Company. Also Bill Clark his 35th on July 21. Congratulations to you both.

Our best wishes to Kay McGrath and Mildred Svord, who received diamonds recently.

Sorry to hear Lil Myluk is in hospital. We hope to be seeing you soon, Lil.

Carol Lambert left Saturday, August 11, to be married to Dave Jones. Carol received a table lamp and other gifts from the department. Mr. and Mrs. Jones will reside in Transcona.

* * *

THIRD FLOOR

M.O. Carpets—By L. Beasse

A letter has been received from Mr. P. Benest, former head of 72 Department and now retired to the Island of Jersey. Both Mr. and Mrs. Benest are well and wish to be remembered to their many friends in the Company. Mr. Benest says they have a lovely garden with lots of vegetables and fruits. This keeps him busy, but he thinks it is a very good pastime.

Harvey Johnson left us on July 8 and is now in 272 Warehouse. The staff from 72 presented him with a travelling bag. A speech was made by Mr. Doug Foster, head of department, congratulating him on his good work while in our department and wishing him good luck in his new position.

We are sorry to report that Mae Lowes underwent an operation a few weeks ago. She is now convalescing at home. Here's hoping for a speedy recovery, Mae!

M.O. Budget Plan—By L. Vipond

We wish to express our sincere sympathy to the family of "Lou" Woods (Department 174), who passed away suddenly, August 2, while on holidays.

We are glad to welcome back Shirley Piggott after a lengthy absence. Hope the operation will prove a success, Shirley.

Our best wishes go with Pat Barker, who was married, August 12, in Norwood United Church. A miscellaneous shower was held August 9 at the Berry Apartments, Norwood. The guests numbered 25.

Gladys Jones gave us reason to "lower the lights" when she returned from her holidays spent in Chicago with a beautiful diamond. Best of luck, Gladys.

Dene Kozak left on August 16 to live in Toronto. Mr. E. G. Macdonald presented Dene with a brilliant necklace and earrings from the staff.

Isabel Richardson and Joan Found also left to take up other duties. Each received a gift of a Ronson lighter.

* * *

FOURTH FLOOR

M.O. Men's Shoes—By S. Beale and T. Miller

July 7 was a big day for Muriel Bradstock when she received a very beautiful diamond. Best wishes from us all, Muriel, to you and your fiancé.

Ethel French married Stan Gilboy (of Freight Packing) at Holy Trinity Church on August 16. The department gave Ethel a rose bedspread, and she was guest of honour at a miscellaneous shower held at the home of Ruby Trueman. Good luck, Ethel and Stan!

M.O. Children's Shoes

Dot Higham left on August 12 to marry Albert Clubb. She received a lovely juice and breakfast set from the department, as well as many other gifts from her friends. Our best wishes to you, Dot and Albert!

* * *

FIFTH FLOOR

M.O. Stationery—By D. Gray

Caught—Padding the book in Department 5, Mail Order. Department 5 is sorry to report that one of their most faithful employees has finally been caught. The above information concerns our May Turk, who has been responsible for all our wedding invitations and announcements for so long, she just up and slipped in a set for herself. Saturday morning, August 12, May came to work with a large hunk of ice on her left hand. Good luck, May.

M.O. Draperies—By Miss Dougal and R. Prynne

A lovely wedding took place at St. Andrew's United Church on July 29 when Lillian Dinney (67 Department) and Bert Fright (36 Department) exchanged marriage vows. Before leaving, Lillian was presented with two carpets for her future home by the staff. Best wishes and lots of luck, Lillian and Bert.

* * *

SIXTH FLOOR

M.O. Men's Clothing—

By W. Johnston and F. Paget

An A-bomb or H-bomb, whichever it was, we had it. Saturday morning, August 5, at 8 o'clock was the time of the explosion. Our genial boss, Mr. Eric Dolan, was promoted to the position of supervisor of the Boys' Clothing, and his right-hand man and guiding light, Mr. Jack McCay, was promoted to head of department, M.O. Men's Clothing. When the two principals in this explosion got down to earth and the staff had pulled themselves together, congratulations were in order for both. We wish them every success in their new positions.

CONTACTS

Staples

Department 36's handsome bachelor, Bert Fright, was married on July 29 to Lillian Dinney, of the M.O. Draperies. The ceremony took place at St. Andrew's Church and they spent their honeymoon at Clear Lake. On behalf of the Staples Department, Mr. T. H. Hancock, head of department, presented Bert with a wool bedthrow. We all wish Lil and Bert every happiness.

Welcome visitors to 36 M.O. this month were Margaret and Jack Bruce, from Watson Lake on the Alcan Highway. Margaret (Bell) was formerly in 36 and Jack with 132. We wish Margaret, Jack and little Heather a pleasant trip back to their home in the north.

Anne Sullivan has been ill for some days and we trust she will soon be feeling 100 per cent again.

M.O. Dress Goods

Jennie Wilson, a popular member of the Dress Goods, was married at Grace Church on August 4 to Henry Marsland-Kelsey of Australia. On the eve of her departure, a presentation of a Westminster chime clock was made by Mr. P. H. Longstaffe on behalf of the staff. Jennie was a valuable member of the executive of the Eaton Ladies' Golf Club and was also active in Red Cross and Girl Guide organizations. Jennie will indeed be missed as she was always a conscientious worker and enthusiastic supporter of all department activities. Our best wishes go to Jennie and Hal for their future happiness.

* * *

SEVENTH FLOOR

M.O. Juvenile and Sportswear—
By M. Pariseau and J. Johnston

Congratulations to Mr. R. Stronach, who completed 35 years' service with the Company on August 2. A presentation of a Sandman easy chair and matching ottoman was made by Mr. Gerald Despard, on behalf of the staff of Departments 10, 11, 46. A Doulton figurine was sent to Mrs. Stronach in remembrance of the occasion.

M.O. Lingerie—By L. A. Hantscharuk

Congratulations and best wishes to Mary Giroux. Her marriage to James Kidd took place in Selkirk, August 26. Business associates entertained in honour of the bride-to-be at Aunt Mary's Tea Rooms, July 17.

Shirt Factory—By A. Kirkby

As the staff returned from vacation we noticed two nice new diamonds sparkling on the respective hands of Helen Marnie and Emma Guenther. Congratulations to you both.

Miss Leona Muloin left in July to be married to Mr. Douglas Lanyon. Leona was honoured at a shower from her associates and received a gift of linen.

We are pleased to welcome back Mr. R. M. Jackson, Miss E. Groening and Miss A. Altmeyer, who have been absent on the sick list for several weeks.

M.O. Women's Dresses—By R. Hodgson

Two lovely diamonds are flashing in Department 41. The lucky girls are Theresa Normandeau, engaged to Yvon Fortier, and Vera Leibrecht to Steve Kostiu. Congratulations.

Our best wishes go to Alma Nickell, who left us on June 24 to be married to William Frohwerk. The wedding took place in Grahamsdale, Man. On her departure, Alma was presented with a torchiere lamp on behalf of the staff.

Thirty



In Central Park, 1927

"Backward turn backward oh Time in thy flight"

A letter comes to Contacts from Mrs. Chris Hardiman enclosing the above picture. "On page 30 of August Contacts," writes Mrs. Hardiman, "I see that 'Tommy' Saunders is getting married. I am enclosing a snap of 'Tommy' and Chris Buchan taken in Central Park during our lunch hour 23 years ago, when we worked in 120 department."

Mrs. Hardiman now has a daughter, Dorothea C. Hardiman, who is with 61 Department.

EIGHTH FLOOR

M.O. Advertising—By Clara Greenwood

Frances Golebioski (Gibson) and John Contant (City Ads) were married, August 12, at Holy Trinity Church. On leaving the department, Mr. Gray presented Fran with Trapper Point blankets from the staff. The loot also included many other gifts from friends. Our best wishes for a happy married life, Fran and Johnnie.

M.O. Claims and Adjustments—By J. Baynes

Department 118A is proud of its mermaid, Dorothy Lloyd, who won the ladies' open one-mile swim and the Rumford trophy at the Victoria Beach regatta. Well done, Dorothy.

Everyone joins in wishing Peggy Earle (Department 118) the best of luck in her new position in the General Office. We are sorry to see you go, Peggy, but good luck from us all in your new work.

"Rings on her fingers, bells on her toes,"

—says the old rhyme, and there was no doubt about the "rings on the fingers" of Pat Harker and Madeline Pilon (118 Department) recently. Congratulations and best wishes from us all, girls.

Mail Order Exchanges—By M. Davies

Best wishes for a very happy future to Loraine Loepkky and Pearl Grantham, who left this month to be married. Loraine was married on July 26 to Vernon Toews. Pearl and Murray McMillan planned their big day for August 20, and will make their future home in Neepawa.

Cupid scored twice in 119. The results—two very happy girls. Martha Baranuk was presented with a lovely diamond by Ted McTaggart. Mary Michalecki decided against being a career girl and accepted a beautiful diamond from Rudy Kruch. Congratulations, girls.

Ray Negrich left August 1 for special training with the Royal Canadian Navy. On leaving, Ray was presented with a Ronson lighter from his 119 associates. The gang all wish you the best of luck, Ray, in your new career.

M.O. Correspondence—By June de Gagne

Everyone in 117 is either excited because someone is leaving for the coast or that their best friend is just now returning from Plum Coulee, but wherever you went or wherever you go, we all hope your holidays were and will be pleasant, no rain, just sun.

M.O. Cash Office—

By W. Hamilton and M. Jenkins

Congratulations are extended to Mrs. Nick Wiebe on the birth of a son. Mrs. Wiebe was the former Irene Jents of the cash cage.

Our deepest sympathy is extended to Miss Elsie Kuntz in the loss of an uncle.

We are glad to report that Beryl Trinder is doing nicely after her appendix operation. Hope to see you soon, Beryl.

Our best wishes to Mrs. Jean Samentz, who left August 19 to make housekeeping her full-time job and to make her future home in Lyleton, Man.

We are sorry to lose Iris Kennedy, who left us to take up new duties. Before leaving, Iris was presented with a housecoat and compact from the girls.

M.O. Photographic—By S. Sapiak

We are sorry to hear Wally Tkatschow didn't quite come in first in the bicycle race to Winnipeg Beach. However, it was a good try, and better luck next year.

Bill Ford is back with us again after a visit to the hospital. Hope you're feeling much better after your appendectomy, Bill.

Could that extra sparkle in Albert Mousseau's eyes be caused by the recent arrival of his little bundle of charm, Denise. How does it feel to be a papa, Albert?

* * *

PRINTING PLANT PATTERN

Welcome back, Bill Robertson. Bill has had a serious operation and now, after months of convalescing, we are pleased to see him in his place again.

A former member of the staff, Walter Johnson, paid a visit to the Printing Plant to renew old acquaintances. Mr. Johnson worked in the electrolyte room.

There is romance in the air again. Julia Davis came in to work recently with a beautiful diamond on her finger and a happy smile on her face. The best of everything, Julia.

The youth of our country is again answering the call to arms, this time with the army of the United Nations. Del Johnson, of the press room, left for Shilo August 19. Good luck, Del, and may good fortune follow you wherever you go.



NINTH FLOOR

M.O. Gloves and Hosiery—

By May Scott and Bill Stewart

Another fun-packed evening was held by Department W1 at Vasa Lund Park, Charleswood. A very enjoyable evening was had by all with a wonderful smorgasbord dinner and then a dance. Dolly Hudson was on hand with her camera and took a few real good shots.

Our congratulations to June Davidson and Peggy Liggins on their recent engagements. The two happy men are Dewar Thomson and Phil Dickenson. We wish them lots of happiness. (Watch for complaints, Norman.)

We have lost two of our young men—Willie Kuhn who has left us, and Bill Milne who has gone to Department 3. Both boys received parting gifts from the department staff with our best wishes for their future success.

M.O. Men's Furnishings—By D. Dee

Our best wishes to Mr. J. DesRosiers, who retired August 9. On leaving, Mr. G. Firth presented Mr. DesRosiers with an electric fire grate on behalf of the department. Individual gifts were also given by his many friends in the department.

Mr. and Mrs. DesRosiers entertained the staff at their home after work, and a very pleasant evening was enjoyed by all. Thanks from all of us, and we hope you enjoy many years of retirement together.

Batter up! Baseball semi-finals start Friday, August 18. So far the printers have put up a good fight. The games are good; why not get out and see for yourselves? A little encouragement helps a lot.

The Eaton book has been completed and distributed over the country, even to the far places in the north. The boys and girls will come across it as they travel from place to place in search of rest, pleasure and recreation, whether they visit the country, town or city, for it's holiday time in 1745.

Eaton Women's Golf Field Day

PLACE—Elmhurst Golf Club.

DATE—Wednesday, September 20.

TICKETS—\$1.85. May be bought at Second Floor Information Booth (Store) or from Mary Thompson, Department 116 (M.O.)

Tickets will be on sale from September 1 to September 9. *Please procure your tickets between these dates* so as to give the committee a chance to make the day a huge success.

CONTACTS

Published monthly by
THE T. EATON CO. LIMITED
of Winnipeg, Manitoba, for distribution to the
Co-workers of the Organization

Vol. 25 SEPTEMBER, 1950 No. 8

Editor: W. E. C. HURLBURT
City Advertising



MURIEL HENDERSON

It is with deep regret that we announce the passing of Muriel Henderson who was employed in the Card Section of the Stationery Department. Muriel died July 19 after a long illness.

She joined the Company in the Seed Department in April, 1944, and transferred to the Stationery in July, 1944.

Muriel was a fine Eatonian and her friendly personality will be sadly missed by her associates and customers alike. She is survived by her mother, brother and four sisters, to whom our sympathy is extended.



WILLIAM STANILAND

An Eatonian for 27 years and a valuable member of the Paint Shop, William Staniland died Tuesday, August 8. Mr. Staniland had retired a year ago. He was born in Newark, England, and came to Canada 28 years ago.

Active in bird breeding circles, he was a member of the Winnipeg Cage Birds Society. He served in Russia during the first world war as a member of the Coldstream Guards and received the Medaille Militaire from the French government. Mr. Staniland is survived by his widow, a daughter and a brother, to whom our sincere sympathy is extended.

OPPORTUNITY

To each man's life there comes a time supreme;
One day, one night, one morning, or one noon,
One freighted hour, one moment opportune,
One rift through which sublime fulfilments gleam,
One space when fate goes riding with the stream,
One Once, in balance, 'twixt Too Late, Too Soon,
And ready for the passing instant's boon
To tip in favour the uncertain beam.

Ah, happy he who, knowing how to wait,
Knows also how to watch and work and stand
On Life's broad deck alert, and at the prow
To seize the passing moment, big with fate,
From Opportunity's extended hand,
When the great clock of destiny strikes Now!

—Mary A. Townsend

THANK-YOU NOTE

Bill Clay (Engineers), who is now convalescing in the General Hospital, has asked Contacts to say "Thanks a million, folks," for the baskets of fruit from the Imps and the Pats ball teams, as well as the baseball executive. Also for the lovely bouquet of flowers from his engineering pals. "I'm sure," says Bill, "that all this kindness and the many visits from old friends has helped me to turn a sharp corner."

*Sorry to hear
You're so Sick!*



MRS. ROBERT HALE

At this time our hearts go out to Robert (Bob) Hale, Hardware Department, in the loss of his beloved wife, Eileen, who was killed in a motor accident near Neepawa on Tuesday, August 22.

This tragic end to a happy vacation trip touches us all deeply. As we go to press, Bob lies in hospital seriously injured, while his four-year-old daughter, Diane, escaped with minor scratches. Besides her husband and daughter, Mrs. Hale, who was only 25 years of age, leaves her father and mother, Mr. and Mrs. Walstrom, of Portage la Prairie; and two sisters, one in Edmonton and the other in Winnipeg. To them goes our deepest sympathy.

Funeral service was held at Portage, and Mrs. Hale was laid to rest in Brookside Cemetery, Winnipeg.

In Memoriam

SAMUEL L. WOODS

News of the passing of Mr. Samuel Llewellyn Woods, who died on August 9 while holidaying at Penticton, B.C., was received with deep regret by his host of friends and fellow Eatonians in Winnipeg. He was 58.

Born in Toronto, Mr. Woods joined the Company in 1916 as an accountant in the General Office. During World War I he served with the R.A.F. and on return was associated with the Grocery Buying for some years. In 1935 he transferred to the Budget Plan staff in which he served until his death.

Mr. Woods was a member of Westminster United Church and Grand Lodge A.F. and A.M. He also belonged to the Winnipeg Canoe Club.

He is survived by a brother, Lt. Col. Percy A. Woods, Keewatin; two sisters, Mrs. A. Hudson, Winnipeg; Mrs. E. MacMillan, Shelton, Wash.; a daughter, Mary Jane, Vancouver; two sons, John Barry and Thomas Llewellyn, both of Winnipeg.



WISELY BROWN

Many Eatonians will remember with affection Wisely Brown, who for many years was in charge of a night caretaking crew in the "Big Store"—retiring in November, 1947, after 28 years with the Company. Word has reached us that Wisely passed away on July 16 at White Bear Lake, Minnesota. He was 70 years of age, served with the C.M.R.'s in the first world war and was badly wounded.

He was a thorough workman and prided himself in cleaning the store after each day's busy round. He was also a firm friend and well liked by all. Surviving are his widow and one daughter to whom are extended our sincere sympathy.



**We extend sincere sympathy to those members of the staff
who recently suffered bereavements.**

In the Loss of a Father

MR. ALBERT MOUSSEAU
(Photographic Workroom)
MISS A. WASNI (M.O. Salesroom)
MR. J. GILLIES (Drugs)
MISS G. DOPSON (Sales Audit)
MRS. MALLON (Drugs)

In the Loss of a Mother

MISS MARY PATTON
(M.O. Money Returns)
MISS E. D. SMITH (Circulating Library)
MISS MARY KIRKNESS (Piece Goods)
MR. J. CASTELANE
(Coal and Wood Stoves)
MRS. M. MARSHALL (Infants' Shoes)
MRS. E. THOMPSON
(Lunchroom Services)
MR. J. W. MOSS (Furniture)
MR. D. CAMPBELL (Drapery Workroom)
MISS B. STEPHENSON (Cash Office)

In the Loss of a Baby

MR. N. CAPAR (Men's Clothing)

In the Loss of a Sister

MR. T. McINNIS (Customers' Decorating)
MR. F. W. FROGLEY (Western Buying)
MISS A. DINGWALL
(Electrical Accessories)
MR. S. ACHESON (Furniture)

In the Loss of a Brother

MISS K. EINARSSON (Wages Office)
MRS. J. ARGO (Lunchroom Services)

In the Loss of His Wife

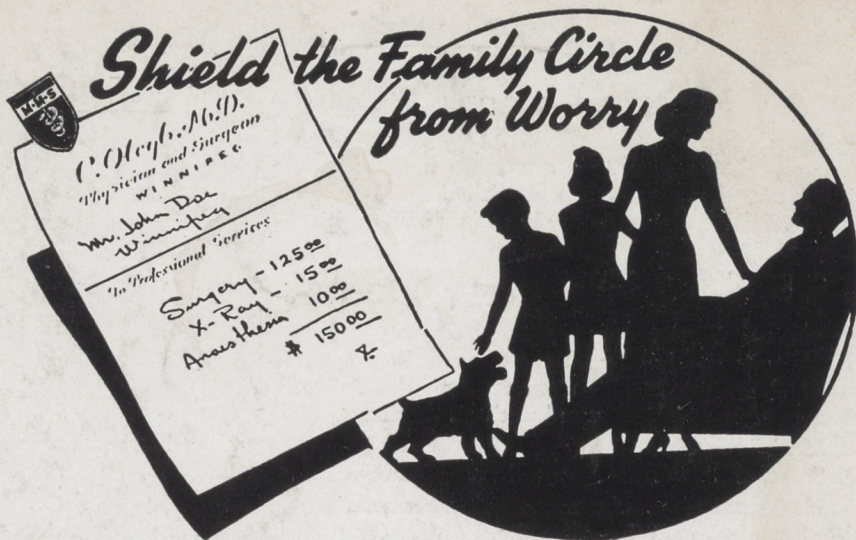
MR. M. CAMPBELL (Foodateria)
MR. H. G. CAMPBELL (Garage)

In the Loss of a Daughter

MR. J. G. MURRAY (Handkerchiefs)

In the Loss of Her Husband

MRS. M. JOHNSON (Drugs)



Manitoba Medical Service Group Opens

From September 1 to 30, another opportunity to enroll in the Eaton Group of the Manitoba Medical Service will be available to all Eatonians who are interested in taking advantage of this service.

No Applications Can Be Accepted After September 30

Applications and pamphlets will be available at the Staff and Welfare Office during the enrollment period.

Protection Starts November 1

The subscription rates and benefits remain the same, and it is no longer necessary to have hospitalization in order to enroll for the Medical Service.

Do You Belong to the Blue Cross?

New applications for The T. Eaton Co. Limited group of the Blue Cross are being opened from September 1 to 30. These will be effective November 1.

If you are a member of the Blue Cross, don't forget to notify them of the name and birth date of the new baby. No additional cost for baby benefits.

If you are getting married, change your contract to a family one. Maternity benefits can only be claimed if both husband and wife have been members for a full year.

